

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, APRIL 18, 1894.

NO. 16

To Schools and Colleges.

In placing advertising for 1894, do not lose sight of the fact that there are only four American cities larger than St. Louis, and that no city in the United States is in a more prosperous financial condition. There have been no bank or mercantile failures of consequence in St. Louis for years.

All recognized authorities rate the circulation of

THE REPUBLIC

larger than the circulation of any other St. Louis newspaper. **THE REPUBLIC** is especially adapted to educational advertising, because of its popularity among that class of people most likely to patronize a school or college.

THE REPUBLIC is the only Democratic newspaper in a Semi-Southern Democratic City.

Rates furnished on application by

THE REPUBLIC,

OR AT NEW YORK OFFICE,

146 TIMES BUILDING.

ST. LOUIS, MO.



POINTS TO REMEMBER. _____



The **ATLANTIC COAST LISTS** are unique.

They are Local Family Papers.

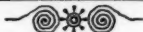
There are **1,400** of them.

Sixty per cent. are the only papers in their respective towns.

Eighty-five per cent. are either only papers in their respective towns or are County Seat Papers.

Fully one-sixth of all the country readers of the United States read these papers every week.

The circulation and character of the individual papers are far ahead of those composing other lists of country weeklies.



ONE ELECTROTYPE ONLY
IS NEEDED. _____

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, APRIL 18, 1894.

No. 16.

AN ADVERTISING MAN'S NOTES IN EUROPE.

By John Irving Romer.

As to interfering with other people's fashions, I don't want to do it. If I was to meet the most paganish of heathens entering his temple with suitable humbleness, I wouldn't hurt his feelings on the subject of his religion, unless I was a missionary and went about it systematic; but if that heathen turned on me and jeered at me for attending our church at home, and told me I ought to go down on my marrow-bones before his brazen idols, I'd whang him over the head with a frying-pan, or anything else that came handy. That's the sort of thing I can't stand. As long as the people here don't snort and sniff at my ways, I won't snort and sniff at theirs.—*Frank R. Stockton's "Pomona's Travels."*

Since human nature is very much the same the world over, it follows that the advertiser is very much the same sort of man in one latitude and longitude that he is in another. He, of all men, must be a student of human nature, and understand how to interest and impress his fellow creatures. But, just as fashions differ, we find the methods of advertising vary under changing conditions. A hurried trip through half a dozen European countries has left some impressions which may be worth recording for the benefit of the advertiser who has had an opportunity of studying the art on only one side of the Atlantic.

We Americans are inclined to take credit to ourselves for being the leaders in the advertising field; but a study of conditions abroad convinces one that we shall have to acknowledge the superiority of European countries in all forms except newspaper advertising—and even on that point we might find it difficult to defend our right to the title. It is not possible to get an adequate idea, without actually seeing it, of the extent to which sign advertising has been carried in England, and colored posters in France. It is true that the wonderful jumble of signs that clamor for attention in a crowded London street is not altogether pleasing to the unaccustomed eye, but, as

the English find the same sort of fault with our more aggressive newspaper advertising, the scores may be said to be even. No one, however, can help but admire the Parisian poster. It is artistic, gay, and even though it may appear a trifle loud when seen outside of its native surroundings, it certainly *does* reflect correctly the spirit of the big boulevards.

The first country whose advertising I had an opportunity of comparing with our own was Italy. It would be scarcely fair to sum up the condition of advertising in that unhappy land by declaring that there isn't any! To be sure, like everything else in the country that once ruled the world, the art of publicity there is at present under a cloud. The papers are, for the most part, in the weak and struggling state which might be expected in the absence of an energetic business community. Even in the best of the papers, the advertising columns have a lean and hungry appearance. Among the dailies, *La Tribuna*, of Rome, makes, perhaps, the best showing. It is a little four-page affair, the back page being occupied by announcements of various kinds, which bear on their face the evidence that advertising space is not a much sought after or expensive commodity in Rome. With the disposal of the space, I understand, the publisher has nothing to do directly. He farms it out to an agent on the American principle. The only ads that are at all out of the commonplace are of foreign origin. I suppose that the amount of money that the proprietors of Scott's Emulsion spend in Italy forms an insignificant item with them, but it is enough to make them the most conspicuous newspaper advertisers in the country. Their announcements are about like those now being run in the American papers, except that they are translated into the native language. I was surprised to find that another New York concern, in a totally differ-

ent business, was making a pretty strong bid for Italian patronage—the Mutual Life Insurance Co. The very poor classes, I have heard, are firm believers in the advantages of life insurance, and so, perhaps, the Italian field is found worth cultivating. As a rule, however, our business men who long for other worlds to conquer have a correct idea of the financial depression of Italy, and very wisely do not spend much money in trying to make customers among a poverty-stricken people.

The tourists with which the peninsula is usually filled are a class better worth cultivating, and many advertisements are directed specially at them. In some of the railway carriages are placed expensively gotten-up advertising books, which make a very fair showing of patronage. These advertisements are mostly of hotels, however. The kind of articles, the advertising of which forms the mainstay of our newspapers, does not seem to flourish. The only "patent" article which is being pushed to any extent is a tonic, made in Milan. A fierce-looking lion's head is used in all the advertisements of this article, accompanied by the catch-line: "Volete la Salute?" This might almost be the work of the modern expert.

Another bit of advertising directed at the tourist may be seen on the steamboats of Lake Como. Here again an American advertiser has secured the most conspicuous place. The cross-beams supporting the deck roof are covered with little signs of the washing compound which "wastes itself to make the whole world brighter." Thus, as one looks out across the most famous of Italian lakes, the word "Sapol" enters prominently into the vista. This may not be exactly a desecration of natural scenery, but it is taking advantage of a man when his mind is in its most receptive condition. However, few people, I think, will object to meeting with a business announcement under such conditions.

One must travel a bit in order to realize what good friends ads are. Fancy yourself amidst a babel of strange tongues and strange faces—what a relief to come upon the familiar name of somebody's pills or cough cure! That trade-mark fisherman of Scott & Bowne's, with the big cod on his back, we welcome as an old ac-

quaintance, and one recognizes with satisfaction a familiar air about the big sign at the end of the Corso in Rome:

SAPOL
E IL MIGLIOR SAPONE.

The Italians are kept poor by a burdensome system of taxes, and even the advertiser must pay tribute. Curious scenes in Venice are the stations of the *vapore*, or steamboats which ply on the Grand Canal. These are filled with more or less interesting signs, each adorned with a canceled revenue stamp. The shopkeepers are allowed to put up signs in the interior of their stores without paying a fee to the government, but if they wish to post them in any public place, or even in their show windows, a revenue stamp must be affixed. A heavy penalty is exacted for disobedience of this law. An amusing instance I noticed in the shop of a mosaic manufacturer who was selling out. The tell-tale stamp appeared in the corner of the following sign:

RELINQUISHING BUSINESS.

So the Italian government even fines its subjects for *not* working.

In Bologna, the Via degli Orefice carries one back several generations in the advertising art. One side of the street is entirely lined with jewelers' shops, over which appear symbolical signs instead of the names of the proprietors. Thus, one makes his purchase "At the Sign of the Bull," or "At the Sign of the Cask," etc.

I have given the idea that Italy is much behind the times in the advertising business, but an exception should be made in the matter of the typography used in street signs. In the cities of Central and Northern Italy an exceedingly graceful and pleasing style of lettering is used on all the municipal signs, and on most of those on private shops. This is evidently a relic of the days when Rome was pre-eminently the art center of the world. It is interesting to students of racial characteristics to note that in Naples, only a few miles to the south of the Eternal City, the old Roman letter is altogether unknown, and a far less attractive style of typography prevails.

The two forms of advertising that

the French excel in are posters and window display. The good taste exhibited in these two directions makes a walk along their streets a delight and an art treat. The Parisian poster owes its attractiveness to bold drawing and subtle, though oftentimes startling, handling of color. No matter what the article advertised, a girl's figure is invariably introduced. Usually the size of the poster is large, but never is it attempted to portray a complicated design. A broad, sketchy effect, and a dazzling scheme of color is relied upon to do the business. The best artists do not disdain to design for the lithographer. In the window of a swell art store on the Boulevard des Capucines, I noticed the original of a poster that had been used for the Moulin Rouge. I was curious to know how much such a thing could be worth after duplicates had been on every dead wall in Paris. The price was 1,200 francs (\$240), but it bore the signature of Cheret, who is the acknowledged master of the poster art in France. Each example of his work that issues from the lithographing press is worth more than is asked for a copy of a high-class magazine. There are even places in Paris where collectors buy posters, and the best examples cost from 3 francs (60 cents) up. Posters without the lettering are still more highly esteemed, and cost about ten times as much. Rare examples frequently command fancy prices. Cheret, Guillaume, Fraipont, Camis, Choubrac, Faria, Verneau, etc., are the best known designers, and the connoisseur looks for the signature on a street advertisement as naturally as he would for the artist's name on the painting hung at the Salon. No better example could be given of the extreme to which this art has been carried abroad than the poster exhibition which is now being held in Brussels. A special building is given up to it, and people pay their admission fee, wander about through the various rooms and study the different examples critically, just as we should do at an exhibition of the water color society in New York.

In the other form of advertising in which the French excel—window display—their native art faculty also comes into play. Not that the largest stores are superior to ours in multiplicity and attractiveness of forms, but it

is the attention paid to window dressing among the smaller shops that makes a walk along a Parisian street a delight. I have even been brought to a standstill before a small hardware or butcher's shop by the eye-catching quality of its window arrangement. We might well copy the methods by which the French insure light and attractiveness to their shops. The whole front is usually of glass, with only the barest skeleton of iron or wood as the necessary framework. Narrow strips of mirror are frequently placed down the window sides, or across the bottom and top, and facing outward so that the passer-by sees himself reflected in them. Mirrors are even used to cover the upper and lower framework of the window. The effect of all this glass is gay and inviting to a degree. At night, artificial lights are used lavishly, and one is continually being tempted to buy things he does not need, because they are so attractively brought to his attention. Surely this is the acme of the advertiser's art.

In France, the press is nothing like the factor it is with us, although there are no end of papers, and a Parisian daily is supposed to have the largest circulation of any in the world. Newspaper advertising is still in a primitive state. But, I must say I admire the courage of the Parisian publisher, who, when he has an unsold space permits it to go blank, or labels it "Vacant," instead of attempting to give his paper a fictitiously prosperous appearance by filling up with dead ads.

When one first reaches London he marvels at the number of what appear to be advertising carts perambulating about the streets. It is not until he has observed people climbing up and down the back of these strange vehicles, plastered all over with placards, that he discovers that they are really omnibuses! It would require a pretty ingenious man to discover another place where even a small sign could be affixed. As most of these advertisements are made of enameled iron they must constitute quite a heavy load in themselves, and I even noticed that people were protesting in the English papers in the interest of the poor horses.

Considering the bulk of street advertisements and the great number of

little undisplayed cards in the newspapers, I am inclined to think that the Englishmen have the advertising craze in a more pronounced form than we have. The only thing that keeps them under is the repressive tactics of the newspapers themselves.

LORD & THOMAS ARE ALL RIGHT.

VALENTINE'S SCHOOL OF TELEGRAPHY, }
JANESVILLE, Wis., Feb. 22, 1894. }

Editor of PRINTERS' INK:

Suppose an advertising agency secures a contract for an ad of twelve lines in a list of papers at an agreed price. Suppose, after the contract has expired, the advertiser discovers that his ad has been running as only eleven lines, for which space the papers have received pay.

The time has expired and the money upon the twelve-line contract has been fully paid by the advertiser. What should he do about it? Yours truly,
VALENTINE BROS.

Not very long ago the above letter appeared in these pages, and PRINTERS' INK asked editorially, "Did such a case ever occur?"

The following correspondence thereupon ensued:

JANESVILLE, Wis., March 30, 1894.

Editor of PRINTERS' INK:

In reply to above, we state that such a case *did* occur with us. We last year gave a prominent advertising agency an order to insert a 12-line advertisement in a list of papers, and after we had paid for same we discovered that the advertisement had been accepted by the papers as eleven lines. The agency had electros made of the advertisement, which were a *trifle* over eleven lines.

They now claim that it makes no difference to us what they paid the newspapers for, and refuse to refund us the difference, which amounts to something over \$150.00.

What is your opinion of such work, and what should we do about it? Yours truly,
VALENTINE BROS.

NEW YORK, April 2, 1894.

Messrs. Valentine Bros.:

To make the case interesting, please tell the name of the agency and the date of the payment. Address, PRINTERS' INK.

The payments ran from the latter part of 1892 until the middle of 1893. The agency was Lord & Thomas.

Their claim is, that if they can induce a newspaper to accept an advertisement at less space than it is, it is none of the advertiser's business. We mail you sample of electro they used.

VALENTINE BROS.

The only question here would seem to be, Did Messrs. Lord & Thomas give the advertiser what they contracted to give? If they did the advertiser has no occasion to inquire into the method by which they accomplished the two-fold object had in view, viz.: to carry out the contract

and make a profit. Here is the ad as it appeared:



A Telegraph Operator's

WORK IS PLEASANT.

pays good wages, and leads to the highest positions. We teach it quickly and start our graduates in telegraph service. Railroads are very busy. Operators are in great demand. Write for circulars. Valentine's School of Telegraphy, Janesville, Wis.

The space that an advertisement occupies and is properly chargeable for is found by measuring from the center of the rule above to the center of the rule below. It is true that a custom prevails, and is growing, of measuring the base of the electrotype, but that is a successful trick of the advertiser by which he imposes upon guileless newspaper men. PRINTERS' INK decides that in this case the Lord & Thomas agency have done all they agreed to do, and are entitled to hold on to the proceeds of their enterprise and ability.

ADVERTISING NOTES.

THE advertising of Bethesda, a mineral water, is found to be so profitable that it has been decided to increase the appropriation fifty percent. A list of New York dailies, selected by the agent, Mr. Paul Scherer, will be the medium used.

MR. L. L. HILL, advertising manager for Mme. A. Ruppert, announces that their advertising outlay this year will reach about \$60,000; just double the amount expended last year. A larger number of papers will be used, but the advertisements will not fill so much space.

A SMILE of satisfaction lit up the features of Mr. Brent Good the other morning as he announced the receipt of a cablegram from England stating that a counterfeiter of the Carter Medicine Co.'s goods had just been enjoined at Newcastle-on-Tyne from manufacturing an imitation article called Carr's Little Liver Pills and compelled to pay the cost of the suit. A few weeks ago Lawyers Robert Ingersoll and J. H. Bird succeeded in procuring the indictment of three Chicago parties for the same offense.

THE Esterbrook Steel Pen Mfg. Co. has spent no money in advertising this year and has no intention of spending any.

MR. JOHN STANTON, manager of Raymond & Son's outfitting establishment, says their advertising has been somewhat restricted during the present year, but as business is improving it will probably be considerably increased in the course of the next few months. Nearly all of the New York dailies and a few of the leading weeklies will be utilized. The advertising matter of this firm is of a very high order, and in the last few years has resulted in a considerable enlargement of business. Contracts are made through an agency, but Mr. Stanton or Mr. John Raymond selects the papers to be used. *Raymond's Monthly*, a bright, humorous and fashion journal, issued by the firm, is found to bring excellent returns in the way of advertising for the money spent on its publication.

ACCORDING to Advertising Manager Russell, of the Predigested Food Company, the superior methods used in making known the virtues of Paskola to the public have enabled that concern to build up a business in six months which, under ordinary circumstances, would have required many years. For fear, however, that other companies might utilize the information to build up businesses in six months which, under ordinary circumstances would require many years, Mr. Russell refused to give any idea of their methods.

MR. FLETCHER's representative in the advertising department of the Centaur Company recently remarked that Castoria is being advertised right along with moderate results. He scarcely thinks there will be any increase of advertising expenditure for the present, as he is unable to see any prospect of sufficient improvement in business to justify it.

MR. ALFRED E. ROSE, whose brain evolves the innumerable bright ideas utilized in making the H-O Company's wares known to the public, states that the advertising expenditure of his company will continue to increase at the usual steady rate. It is now just double what it was three years ago. A large portion of the business is given out by Mr. Rose himself, while the rest is attended to by agents.

THE J. P. Bush Manufacturing Co. is not spending any money just now in introducing Bovinine to the public, as the concern is in the hands of a receiver. It is intimated at the office, however, that some arrangement may be made in about a month which will enable the company to continue business.

THE newspaper advertising of Browning, King & Co. is attended to by the managers of the various branch stores. At present the company's yearning for publicity is gratified to a very large extent by the free distribution of the monthly journal of fashion issued from its New York office.

MR. FREZZA, of the Major Cement Company, states that the advertising of that concern is at present confined to a few trade journals.

THE Franco American Food Company will make no more advertising contracts until September, and a sign hanging on the wall notifies advertisement solicitors that they are wasting valuable time in calling there.

ROGERS, PIET & Co. are alleged to be the only clothing firm in New York which has made no reduction in its advertising outlay during the last few months.

SINCE Wells & Richardson placed their New York business in charge of a different agency from the one which had been handling it, the Paine's Celery Compound advertisements that appear in the local papers fill more space and are of a different character.

MR. J. F. PLACE, who attends to the advertising of the Rochester lamp, reports business with his company as rather stagnant just now, and ascribes it to the rigid economy people are practicing in regard to their lamp expenditure. Referring to the dullness in the advertising world, Mr. Place declares that while hanging on to a strap in a Ninth avenue elevated car the other day he noticed that of forty-two advertisement spaces he counted only fourteen were occupied. In a West Side house car he observed that all the spaces but two were occupied with the Holman Liver Pad advertisement, which, Mr. Place thinks, indicates that either the Holman people have a big pull with the parties controlling the spaces, or they must be convinced that a large proportion of street car passengers are sufferers from liver disorders.

THE reporter was informed by Mr. S. M. Colgate that the Colgate & Co.'s advertising is being carried on just now mostly by circulars, the returns being fairly good.

ANY one who should call at the Royal Baking Powder Company's Bureau of Promotion and Publicity and venture to make a polite inquiry in regard to the doings of that department, would probably be asked: "What the dash is that to you?" This was not the case the other day, however, when a rather inexperienced advertisement canvasser inquired: "When do you folks make your advertising contracts?" The elegant, English looking gentleman to whom the query was put promptly replied: "Holidays and Sundays excepted, sir, we are liable to indulge in the contract making habit all the time from January 1 to December 31."

DURING the last six months Francis G. Bryson, superintendent of the New York Newspaper Union and composer of that company's advertisements which appear in PRINTERS' INK, has been confined to a bed of sickness and pain. He is now recovered and back once more in his office, from the window of which he can gratify his love for the beautiful by feasting his eyes on the architectural triumph known as the Tombs prison.

THE proprietors of Dr. Clark Johnson's Indian Blood Syrup have renewed their contracts with the Geo. P. Rowell Adv. Co. for placing their advertising matter during the next twelve months.

MR. HERBERT B. HARDING, the courteous gentleman who has been so successful in making known the merits of the Humphreys Homoeopathic Company's goods, reports that he has been giving out only a moderate amount of business during the last six months. One advertisement, however, of Humphreys Specific, inserted in all the leading dailies, caught so many grip sufferers' eyes and produced such extraordinary results as to create the impression that the company was doing more advertising than usual. The advertisement referred to consists of the number 77, printed in very black type, and underneath "Humphreys Specific for Grip." The style in which the advertisement was arranged and the type used in setting it made the effect very striking. Mr. Harding promises that the moment business gives evidence of a tendency to improve, the advertising expenditure of the company will be largely increased.

DR. RADWAY announces that he is giving R. R. only a moderate amount of advertising at present, chiefly in daily and weekly papers in New York City and neighboring towns. When the tariff business is settled, however, the doctor expects to increase his expenditure, as he believes the people will then have more money to spend.

THE advertising outlay of the American Tobacco Company will be about the same this year as last year. According to the assistant secretary most of the business is given out through agents which, he says, saves the company considerable trouble and is satisfactory in its results.

THE trade in cut glass is rather dull during the summer months, and hence C. Dorfinger & Sons will make no more contracts for advertising their American cut glass until the fall.

JOSEPH BANISTER.

A RECENT advertisement in a country newspaper reads thus: "For sale, a bull-terrier dog, two years old. Will eat anything; very fond of children. Apply at this office."—*The Argonaut, San Francisco.*

ADVICE.

(From an Exchange).

"Forbid a Fool a Thing and that he will do."

Don't Use
SAPOLIO.

APPLICATION.

(Original).

To Ward's Sapolio Monthly :

Don't abuse
PRINTERS' INK.

MODEL SCHOOL ADVERTISEMENTS.

Office of JOHN E. HEDENBERG,
TYPEWRITER COPYING AND DUPLICATING
OFFICE.

NEWARK, N. J., April 4, 1894.

Messrs. Geo. F. Rowell & Co.:

GENTLEMEN—Noting in your paper, PRINTERS' INK, that you intend publishing a School Edition on the 18th, would a suggestion of a possible improvement be in order?

You publish each week illustrations of advertisements suitable for all classes of business, with the possible exception of schools of all kinds. If you would publish in the number of the 18th, and at other times, perhaps, illustrations of good advertisements adapted for school use, I think you would materially increase your circulation, as schools are very difficult to advertise, and hints to that end are always welcome.

Trusting you may see it to your advantage to publish some tips in this line, I remain,
Yours respectfully,

J. E. HEDENBERG.

For best models of skilfully prepared school announcements see the columns of the best religious weeklies and the pages of the popular magazines.—Ed. PRINTERS' INK.

TO BE SURE.

Mr. D. H. Bower, of this city, has purchased the Buchanan (Mich.) Record, and will take charge of it May 1st.—Newburgh Journal.

Office of "NEWBURGH JOURNAL," }
NEWBURGH, N. Y., April 7th, 1894. }

Editor of PRINTERS' INK :

It may interest you to know that the purchase referred to in inclosed clipping was through the medium of an adv. in PRINTERS' INK about a month ago. Advertising pays.
Yours respectfully, D. H. BOWER.

WHERE DOCTORS ADVERTISE.

Taunton and New Bedford physicians are not so wedded to the ethics of the profession or so obedient to the rules of the county society as not to appreciate the value of printers' ink when judiciously used, and that can be only in newspaper advertising.—Fall River, Mass., Herald.

THE merchant.

No ad—
Sad.
Big ad—
Glad.

—Gazette, West Union, Iowa.

THE most beautiful sight in the world is to see a family gathered around a hearthstone with the head of the household reading his local paper—paid for in advance.—Rev. Sam Jones.

A POINT WORTH CONSIDERING.

VAN WERT, OHIO, April 6th, 1894.

Editor of PRINTERS' INK :

A "tramp artist of decorative signs in soap" paid a visit to this city a few days since. He was employed to place on the plate-glass front of a large clothing house the following in bold, beautiful letters: "WE WON'T CHEAT YOU." Above this is the proprietor's name. In my mind the same thought is conveyed in, "Don't go across the street to be robbed; come in here." Does not this dealer put himself in a position to have his honesty questioned, rather than verified, by such a declaration?

It occurs to me that a feeling of distrust is more likely to enter the mind of a probable customer who may chance to read upon entering this establishment. So it is with any advertisement, placed either on show windows, in the newspapers or elsewhere, that attempts to declare the immaculate principles of the dealer instead of advertising the superior quality of his goods and reasonable prices asked. If a man is really conscientious in his treatment of customers the latter will soon find it out. Yours truly,

WILL S. GUTHRIE.

THE BUSY AD.

How doth the little busy ad
Employ each shining minute,
And show, though trade is quoted "bad,"
That still there's something in it.
Fame, London.

A SILENT BUSINESS SOON DECAYS.

Oh, merchants in thy hour of e e e,
If on this paper you should e e e,
Take our advice and be thrice y y y,
Go straightway out and advert i i i;
You'll find the project of some u u u.
Neglect can offer no ex q q q,
Be wise at once, prolong your a a a,
A silent business soon de k k k!

—Oneonta Star.

COBWERS.



MASON CITY, IOWA, April 4, 1894.

DEAR SIR:—Inclosed I hand you a sketch of "The gent who thinks advertising don't pay."
Yours respectfully,H. E. BROCK,
Mason City, Iowa.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PROCURER estimates of Dodd's Agency, Boston.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

NOVELTIES to handle through the mails. CENTRAL MAILING CO., Council Bluffs, Ia.

ILLUSTRATED features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

WATCH CAPS—Photo-enamel portraits, 25c. Send cap or dial and photograph. ROCK WOOD, 1440 Broadway, N. Y.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 133 Nassau St., N. Y.

TO BUY—A second hand rotary job press, 8x12 or 10x15. Must be in good condition and cheap. GEO. H. BEAVEN, Hillsboro, Md.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

HOW to make \$500 a year keeping poultry. Send 25c for 48-page book telling how to do it. WALNUT PUBLISHING CO., Boston, Mass.

THE leading N. Y. dailies employ me to help to enlarge their subscription lists and advertising patronage. Write and I'll tell you how I do it. ALBERT B. KING, 89 William St., N. Y.

ANY one who wants a good writing-machine can save time, money and vexation by getting the best—a Remington, of course. WYCKOFF, SEAMANS & BENEDICT, New York.

WANTED—A position as local editor or manager of a good country paper; ten years' experience as practical printer; best of references. Address Lock Box 109, Catlettsburg, Ky.

WE will give a premium worth \$7.50 to the writer who will get us up the best ad, to occupy from one to three inches, single column, for our goods. Send for circular. Box 736, Pittsburgh, Pa.

WANTED—A young man to take half interest in a paying daily paper, which has been established ten years. Position of editor or business manager is open to the right party. Apply to P. O. Box 1180, Middletown, Ct.

BOOKBINDER—One with ruling machine and small outfit can find favorable location in city where there is now no bindery, in connection with first class daily newspaper and job printing office. Address MESSENGER, Owensboro, Kentucky.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

AT LESS THAN FIVE CENTS AN INCH we offer over half hundred fine half-tone cuts, used in our art publication, *Ideal Masterpieces*. Many are copies of famous paintings. Just the thing for attractive advertising. Send 10 cents for proofs and prices. GRIFFITH, AXTELL, & CADDY CO., Holyoke, Mass.

100,000 CANVASSERS, house furnishers, hardware dealers and merchants to sell our new Self-heating Kitchen Iron. One iron does all the work without the use of a stove. Cost 5c a day to heat. Retail price, \$3.00; wholesale \$1.50. THE BOLGIANO MANUFACTURING CO., Baltimore, Md.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADER & INDUSTRIAL PRESS, 918 F St., N. W., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

A GENTLEMAN well up in advertising will leave Oregon for Chicago in the near future. He has business with the hotels en route and will stop at all stations on the Northern Pacific and Wisconsin Central lines. He wishes to perfect arrangements to distribute advertising matter of any kind, and will also deliver samples and take orders from retailers, but will not work upon an entire commission basis. He invites proposals for doing such work. Route could be changed if desired, and Western Oregon could also be included. BEN PITT SCOTTFORD, Portland, Oregon.

ADVERTISING AGENCIES.

ALL indorse ST. NICHOLAS.

GIVE Dodd's Agency, Boston, a trial.

GEORGE S. KRANTZ, special advertising agent for N. Y. dailies. 105 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

IF you have in mind placing a line of advertising anywhere, address B. L. CHANS, Room 4, No. 10 Spruce St., N. Y. City.

IF you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor, 132 Nassau St., New York.

A LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill. Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

STREET CAR ADVERTISING.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

A. A. J. JOHNSON, 361 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

CAREFUL service at Dodd's Agency, Boston.

SEE JONES' BOOK, mentioned below.

CHARLES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

UP-TO-DATE ads. They'll please you. DUFFORT, N. Elm St., Westfield, Mass.

ILLUSTRATED booklets, four pages, handsome cover; 5,000, \$50; 10,000, \$75. W. W. BRETT, 333 Central Park West, N. Y. City.

WHEN you get tired paying fancy prices to ad writers, why not try my work? BERT M. MOSES, Lock Box 283, Brooklyn, N. Y.

I DO the very best electrotyping at wholesale prices for my patrons. If they want it. MOSES, ads, circulars, etc., Box 283, B'klyn, N. Y.

10 RETAIL ads \$5 Money back if desired. Pay others two or three times as much, if you want to. BERT M. MOSES, Box 283, B'klyn, N. Y.

MY patrons say my work is as good as anybody else's, but the rates fit these hard times. Write me and judge for yourself. MOSES.

JONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 337 Fourth Av., Louisville, Ky.

IT'S the old story of the spider and the fly. Those who read our ads never get away. Send \$1 for samples, state business details. "COBWEB," Room 408, Exchange Bldg., Boston, Mass.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

"BUSINESS BULLETS," a little booklet, free to those who are alive to the advantages of original advertising. Three ads to select from. \$5—varied, striking and charged with the kind of argument that converts people to your goods. Busy on booklets for two medicine men this week—finished one man pleased said: "Just the thing. We'll give you all our work in future." Cod liver oil man said the same in substance last week. Am doing better work than ever—always advancing. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

USE the inkstand advertised here lately, and your name will always be in sight. H. D. PHELPS, Ansonia, Conn.

COMIC Advertising Cuts for retail dealers. 25c. each. Send 10c. for catalogue. KOWELL ADVTG. CO., 10 Spruce St., N. Y.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

I MAKE a silver-plated ink-stand. fit it up with two fine bottles and place your advertisement on it. It is attractive, sensible, cheap. H. D. PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BOOKS—The literary hit of the year is entitled "Ships that Pass in the Night." We have added it to our list of elegant premium books in our Golden Gem Library. Send five cents for sample copy and terms to premium users. OPTIMUS PRINTING CO., 53 Rose Street, N. Y.

BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor. 1331 Franklin Ave., St. Louis, Mo.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

SPECIAL WRITING.

GIVE the editor a rest. He needs it. My "ad. copy" helps the locals. G. T. HAMMOND, Newport, R. I.

WILL mail three regular size bottles Persian Corn Cure, best in the world, for following reading notice: "Sample bottle Persian Corn Cure, free by mail. M. COHN, 332 W. 51st St., New York."

"SHORT Talks on Advertising," by Charles Austin Bates. That is the heading of a weekly syndicate service of 300 to 500 words. It will help to increase local advertising by educating the advertiser. It advertises advertising—"take your own medicine." Fifty of the best papers are now using it—1,000 ought to use it. If it influences only one advertiser during the whole year, it will pay for itself ten times over, and it surely will influence more than one. The price is 25 cents per week, payable quarterly. Samples on request. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talks are copyrighted. Only one paper in each town. First one gets it.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

COMPLETE printed list of taxpayers with p-o. address of one of best counties in Mo.; accurate; just compiled; \$1.50. THE REPUBLICAN, Clinton, Mo.

CIRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelope addressed; addresses furnished at low rate. G. F. VAN WYE, Masonic Temple, Chicago.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

PUBLISHERS' COMMERCIAL UNION, 86 World Bldg., N. Y., Evening Post Bldg., Chicago. Furnishes lists of advertisers, with credit ratings, and makes collections. Send for full particulars. Yearly service, \$15.00.

MISCELLANEOUS.

ST. NICHOLAS.

RELIABLE dealing with Dodd's Agency, Boston.

VAN BIBBER'S Printers' Rollers.

10 PACKETS choice flower seeds, all different, 10c. L. F. BENDER, Newport, Pa.

\$18 SAFE. We pay freight. Send for circular. ELGIN SAFE CO., Elgin, Ill.

SEND cabinet photograph and 55c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

KENDRICK'S PILE EXTERMINATOR is conceded to be the best, simplest and most effective remedy for the cure of piles yet known or discovered. Since its introduction in this city, two years ago, hundreds have been cured, prominent among the number being one ex-Mayor A. A. Skirm, who was cured in two weeks. Chicago agt., Morrison Plummer & Co.; New York agt., Hall & Ruckel. P. KENDRICK, Trenton, N. J.

ELECTROTYPES.

WOOD or light-weight metal base electros. E. T. KEYSER, 15 Beekman St., N. Y.

ADVERTISING ELECTROTYPES. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. L. BARNUM & CO., Electrotypers, New Haven, Conn.

CELLUTYPE is preferred by advertisers because it is 30 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellutype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

PREMIUMS.

"BOX o' Brownies" (rubber stamps, retail 50c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

FINELY illustrated popular books, for coupon or any premium offers; lowest figures. HOME PUBS., 301 Pine St., St. Louis.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 348 Wabash Ave., Chicago, Ill.

OVER 75 papers have used about 10,000 of our crayon portraits during past 3 months. No framing conditions. Send photo for sample. KELLOGG & MAYER, 96 State St., Chicago, Ill.

BOOKS FOR PREMIUMS—Send us five cents and we will mail you copy of our Golden Gen Library, the most elegant paper-covered books ever produced. They are regular 25 cent high class novels. Some of the latest literary hits are in the list of titles. Special rates to premium users. OPTIMUS PRINTING CO., 83 Rose Street, New York.

ADVERTISING MEDIA.

THE SHOE TRADE JOURNAL, Chicago, Ill.

2-LINE ad one year \$1. Circulation, 10,000 a month. OUR HOME, Rose, N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 13 Tribune Bldg., N. Y.

21 CENTS a line for trial ad. Circulation 5,000. 23 No ad received for less than \$1. OUR HOME, Rose, N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (50 weekly papers). Sworn circulation 32,336. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 30,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

THE OPTICIAN AND JEWELER guarantees circulation 25,000 copies each month among people who buy. 96 Maiden Lane, New York.

READY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particular address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

"COLLY, how she pulls! HOMES AND HEARTS" is "she"; 50,000 pairs of eyes see it monthly; household journal; 40c line; yearly, 32c. Send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

THE DAILY CARDINAL, published at Madison, Wis., by the students of the University of Wisconsin, sent to each high school in that State, and reaches daily 1,400 university students and 30,000 high school scholars.

CHURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 18th St., Philadelphia, Pa.

IT ought to be easy to say who reads a paper like the New York WEEKLY TIMES. It is farmers, their wives and daughters and sons; army officers on frontier posts; school teachers, and the miscellaneous class making up the bone and sinew of the republic.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 162 W. 14th St., N. Y.

BECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. F. WHEELER, 133 Nassau St., N. Y.

AMERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1868. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clanish Swiss you must buy space in their national newspaper. Advertising rates 20 cents a line for one time, or \$25 an inch for a year. Offices, 116 Fulton St., New York.

THE AMERICAN FARMER AND FARM NEWS is glad to guarantee to advertisers that the magic word circulation in its case means "Paid in advance," "Unrivaled in character," "National in extent," and "165,000 sold and proven." Advertisers say that it is a circulation that pays them. Take a look at this model farm journal and note the high character of its advertising patrons. The advertising rates are very low. GEO. S. BECK, Eastern Manager, 193 World Building, New York City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

CHECK THE INSERTIONS OF YOUR ADS—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The Geo. P. Rowell Adv. Co. have used them for the past twelve years. Address WM. JOHNSTON, 10 Spruce St., New York.

NEWS INKS.

Best in the world; warranted. I want orders, accompanied by a check in full payment—not otherwise. Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound barrel at 4c.....	\$20 00
250-pound barrel at 4½c.....	11 25
100-pound keg at 5c.....	5 01
50-pound keg at 5½c.....	2 75
25-pound keg at 6c.....	1 50

CHECK WITH ORDERS—EVERY TIME. Send copy of paper and tell kind of press used and temperature of press-room. Satisfaction guaranteed. Address

WM. JOHNSTON,
Foreman Printers' Ink Press,
10 Spruce St., New York.

FOR SALE.

A DVERTISING space in ST. NICHOLAS.

A DVERTISE with Dodd's Agency, Boston.

30,000 LETTERS, '92 and '93. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

50,000 6x9 colored or white circulars, #15, or 100,000 for \$28. Catchy display and new type. LONDON PTG. CO., Columbus, O.

FOR SALE—Hoe drum cylinder press, with Dexter folder attached. Prints, folds and cuts seven column quarto. Address Box 1022, New York.

MY CABINETS for electrolytes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 8 Spruce St., New York.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

FOR SALE—The AGENT'S GUIDE, a monthly publication six years old and with a fine patronage. Address "ASSIGNEE," care Parker & Scudder, attorneys, 181 Broadway, N. Y.

NEW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 375, Ridgewood, N. J.

A FIRST-CLASS job printing office, big sacrifice, in one of the most progressive cities in the South. Good patronage; reason for selling, other business. Lock Box 238, Winston, N. C.

FOR SALE—A Republican country newspaper, in good locality in North Dakota. Good and new machinery and all new body and job type. Good reasons for selling. Address "N.," care of Printers' Ink, N. Y.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

FOR SALE—Newspaper and job plants in the following States, at prices named:

MISSOURI—News and job plant, \$6,000.

PENNSYLVANIA—News and job, \$2,900.

MINNESOTA—News and job plant, \$3,800.

OHIO—News and job, \$1,500; \$2,000; \$7,000.

TENNESSEE—News and job, \$1,500; bargain.

MICHIGAN—One newspaper for \$1,500, one for \$2,200.

IOWA—News and job, \$7,000; \$9,000; \$550 and \$1,000.

SOUTH DAKOTA—News and job plants, one \$2,000, one \$5,000.

KANSAS—News and job plant, \$1,200; same, \$800; same, \$1,300.

SOUTH CAROLINA—News plant in city of 60,000 pop., \$7,500.

ILLINOIS—One newspaper for \$2,000, one for 7,500, one for \$17,000; half interest in job office, \$350; entire job plant for \$3,000; news and job plant, \$345.

NEBRASKA—News and job, \$350, \$1,000, \$3,500.

Also, farm to exchange for news and job plant, worth \$5,000. Also, 500 acres of timber land to exchange for newspaper.

INDIANA—News and job plant for \$2,000, one for \$30,000, one for \$2,500, one for \$15,000. Also, stock of groceries, with building, to exchange for newspaper and job plant; value, \$2,000.

The foregoing is a partial list of newspaper and printing plant properties for sale by

A. HARPER,

Newspaper Broker, Anderson, Ind., successor to

Mize Bros., Chicago, Ill.

Write him for particulars.

TO LET.

A DVERTISING space in ST. NICHOLAS.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. P. ROWELL & CO.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

FOR magazine illustrations, H. SENIOR & CO. 10 Spruce St., N. Y.

D ESIGNS, sketches and illustrated ads drawn. E. LUTZ, 165 West Ave., Buffalo, N. Y.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

BOOKS FOR PREMIUM USERS—The best ever offered at a low price. Send five cents for sample copy. OPTIMUS PRINTING CO., 53 Rose Street, New York.

90 IDEAS on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address THE INLAND PRINTER CO., publishers, 216 Monroe St., Chicago.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

L OS ANGELES TIMES leads in Southern California. Sworn circulation 13,000 daily.

CONNECTICUT.

THE DAY, New London, Conn., invites comparison with any paper in its own field—Eastern Connecticut.

THE MORNING TELEGRAPH, New London, Conn., has a larger circulation than any other newspaper in the county.

WEEKLY TIMES: Hartford, CONN.

THE HARTFORD TIMES.

W. O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily issue exceeding 12,000 copies.

Weekly issue exceeding 7,000 copies.

In circulation it outranks any newspaper in New England outside of Boston or Providence. Its rates are less than one cent per line per thousand circulation. No deviation from schedule. Results have made it the most popular medium for "want" or transient advertising in the State. Rates: For one inch space (12 lines) 1 mo., \$10; 2 mos., \$15; 3 mos., \$20.

New York Office, 73 Tribune Building.

PERRY LUKENS, JR., Manager.

GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print: 1,500 subscribers.

POSITIVELY the largest—The Atlanta JOURNAL has the largest circulation rating accorded to any daily paper in the State of Georgia by the American Newspaper Directory for 1894, which will be issued to subscribers on the 30th of April. The regular issue for a full year is set down as averaging 17,101 copies, and the Directory guarantees the accuracy of the rating by a reward of \$100, payable to the first person who will prove that the actual issues were not as stated. The circulation of the WEEKLY JOURNAL is exceeded by that of but one other in the State.

DISTRICT OF COLUMBIA.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

ILLINOIS.

THE ARKANSAW TRAVELER, of Chicago, 2nd volume, greatly improved and handsomely illustrated, catches the moneyed classes. Want such trade? Send for sample.

THE Chimney Corner

Of Chicago, circulates 50,000 copies, monthly, to MAIL BUYERS. Winter Rate, 25 Cents per Line, Aggregate. Summer Rate, 20 Cents.

THE CHICAGO HOUSEHOLD GUEST. In Cook County, Illinois, according to the American Newspaper Directory for 1894, now in press, the CHICAGO HOUSEHOLD GUEST has a larger regular issue than any other monthly paper, and the Directory guarantees the accuracy of the circulation rating accorded to this paper by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

INDIANA.

IN Ripley County, Indiana, according to the American Newspaper Directory for 1894, now in press, the Versailles REPUBLICAN has a larger regular issue than any other paper, and the Directory guarantees the accuracy of the circulation rating accorded to this paper by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated. Established 1886. Only all-home-print in the county. Versailles is county seat; has an active trade; in farming region.

IOWA.

IOWA—In its issue of April 25th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Iowa?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

KANSAS.

KANSAS—In its issue of April 25th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Kansas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

KENTUCKY.

PEOPLE who merely talk horse don't buy goods. KY. STOCK FARM reaches owners.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

ADVERTISE in THE GLASGOW TIMES, Glasgow, Ky. Largest circulation in Southern Kentucky. Covers five good counties of thriving farmers and stock raisers.

KENTUCKY—In its issue of May 3d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Kentucky?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

LOUISIANA.

THE SIGNAL, Crowley, proves 1,200 circ'n. 6 col., 8 p., all home print. Samples and rates.

SOUTHWESTERN PRESBYTERIAN, New Orleans, La., commands the Presbyterian patronage of seven States.

THE SOUTHWESTERN CHRISTIAN ADVOCATE, New Orleans, is one of the only four weekly papers in Louisiana to which a guaranteed circulation rating will be accorded in the American Newspaper Directory for 1894, exceeding 5,000 copies. It is given 5,425.

LOUISIANA—In its issue of May 2d PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Louisiana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MAINE.

MAINE—In its issue of May 9th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Maine?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

BANGOR COMMERCIAL.

J. P. Bass & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 14,000 copies.

It has for its patrons the wealthy and well-to-do citizens of Bangor and vicinity, who spend the heated months at watering-places. They will read your advertisement in the COMMERCIAL. 1 inch, 1 mo., \$3.00; 1 inch, 3 mos., \$5.00; 1 inch, 3 mos., \$7.50.

New York Office, 73 Tribune Building.

PERRY LUKENS, JR., Representative.

MARYLAND.

MARYLAND—In its issue of May 9th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Maryland?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MASSACHUSETTS.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,600. Remember us when placing ads in Southeastern Massachusetts.

NO advertiser can afford to omit the BROCKTON ENTERPRISE that wants to reach Southeastern Massachusetts. HORACE DODD, adv. agent, Boston. "Printers' Ink, Feb. 14.

IN Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the Springfield REPUBLICAN has a larger regular issue than any other daily paper.

MASSACHUSETTS—In its issue of May 16th PRINTERS' INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Massachusetts?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

MICHIGAN.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 10c. a line. Once a Month, Detroit, Mich.

MICHIGAN—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

S.T. PAUL GLOBE, daily, 22,000; Sunday, 30,000; weekly, 20,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

The Housekeeper, Pays Advertisers.
Circulation, 128,000. Minneapolis, Minn.

MINNESOTA—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MISSISSIPPI.

MISSISSIPPI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

MISSOURI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW JERSEY.

THE EVENING JOURNAL,
JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - - 15,500.
Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

THREE trial lines 25c. in Watertown (N. Y.)
HERALD—30,000 readers.

FREE advertising in **THE PEOPLE'S EXCHANGE**,
114 Nassau St., N. Y. Sample copy, 5c.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

BOONVILLE (N. Y.) **HERALD**. Value received to advertisers, 5,000 circulation guaranteed.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

LADIES' WORLD for June will be devoted specially to the interests of housekeepers. Paid circulation will exceed 375,000 copies. Rates will advance on May 1st. Until that date orders will be booked at the old rate to run for any period up to and including May of 1896. S. H. MOORE & CO., Publishers, New York.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

A COMPARISON.

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISERS "Keep your eye on GODEYS"

because the reading public are getting, through us,
"2 for the price of 1,"
which means—"Practically your choice of any American Periodical Free."

NORTH CAROLINA.

THE CAUCASIAN leads in the State. Has the largest paid-up subscription.

Our Southern Home, 40p. mo. Immigration Journal. Cir'n large, advg. rates low. Hamlet, N.C.

OHIO.

\$2.00 FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

PENNSYLVANIA.

SCRANTON (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 449,964.

PARK'S FLORAL MAGAZINE, Libonia, Pa. Monthly 100,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

EXCELSIOR, Milwaukee, Wis. The leading religious newspaper in Wisconsin.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

SO. & CEN. AMERICA.

PANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. **ANDREAS & CO.**, gen. agents, 52 Broad St., N. Y.

High Class Schools

should not neglect to get the attention of the hosts of prosperous Republican readers of THE PRESS.

Notice in what unqualified terms George P. Rowell & Co. guarantee the accuracy of THE PRESS circulation statements.

The New York Daily Press has the largest circulation rating accorded to any daily paper in the State of New York City by the AMERICAN NEWSPAPER DIRECTORY for 1894, which will be issued to subscribers on the 30th of April. The regular issue for a full year is set down as averaging 111,812 copies, ~~exceeding~~

and the Directory guarantees the accuracy of the rating by a reward of \$100, payable to the first person who will prove that the actual issues were not as stated.

School rates, \$3.00 per line per month. Orders received by any responsible agency, or direct by

THE PRESS,
38 Park Row, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

127 Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

128 Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

129 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

130 Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

131 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	-	15,885 copies
Last issue,	-	21,300 copies

NEW YORK, APRIL 18, 1894.

CLEARNESS is the first requisite in writing an advertisement; style and emphasis are secondary.

A TEMPERATE advertisement and a temperate speech carry more conviction than a blustering one.

"Brevity is the soul of wit." If you would have your ads do you the most good, make them pithy.

TRADE comes on horseback to the man who advertises. To the man who does not, it comes on foot—if at all.

A BAD advertisement is worse than none at all, for it is an eye-sore to the public and will prove a detriment to the firm that uses it.

EVERY advertisement is a strand in a cable constructed for drawing patronage. The more strands, the stronger and more durable the cable.

THE *American Cheesemaker*, published at Grand Rapids, Mich., claims to be the only publication in the world devoted exclusively to cheese-making.

To become learned in a science you must study it systematically. Advertising is a science. If you would master it, your first step should be to get the text-book of advertising—PRINTERS' INK.

INDIANA.

[The short essays on how to advertise in a State or Territory, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory—the issue for 1894, now in press.]

Indiana is the eighth State in point of population, being exceeded only by New York, Pennsylvania, Ohio and Massachusetts in the East; Illinois and Missouri in the West, and Texas in the South. In area its place is number thirty-seven. It contains 35,910 square miles, but is smaller than any other State west of Ohio. It issues 749 newspapers and periodicals.

Indiana has thirty-three towns with populations varying between Valparaiso, with 5,000, and Indianapolis, with 105,000 people.

With the exception of Notre Dame, which has a religious weekly of large circulation, the only place in the State issuing a daily or weekly paper with over 5,000 regular circulation is Indianapolis. Its population is 105,436.

Indianapolis is an important newspaper center. There are 26 larger cities in the United States, but scarcely a dozen are of equal consequence in respect to the periodicals issued. The Indianapolis *Journal* has appeared daily for more than seventy years. It has had a national reputation during the business life of all Americans now living. Its issues, daily, Sunday and weekly, are each considerably in excess of ten thousand copies, and the class of its clientele is of the highest and the best. It is Republican in politics.

The Indianapolis *Sentinel* is older still, and for more than seventy years has been at all times admittedly the leading Democratic newspaper of the State. In point of circulation it is thought to be somewhat ahead of the *Journal*; but it is not quite so ready of late about the production of definite figures duly authenticated. The *Sentinel* and *Journal* are both morning dailies.

The Indianapolis *News*, an evening paper, has sustained for a good many years the claim to the largest daily issue and sale ever attained by any daily in the city or State. It accepts advertising, payment being conditioned upon a showing that it has a larger issue and sale than the combined circulation of any three other dailies in its city or the State. No one disputes,

doubts or has ever questioned the absolute accuracy of its circulation claims.

The *News* also asserts that "there can be little doubt that this paper now has a larger bona fide circulation in proportion to population than any other American daily newspaper; that is, it is regularly received by a larger percentage of home population than any other daily."

The Indianapolis *News* was the first two-cent afternoon newspaper established west of the Allegheny Mountains. The Detroit *News* came four years later and the Chicago *News* eight years after. The afternoon paper in the West, formed largely upon the model of the Indianapolis *News*, has become a mighty type. The *News* has grown from four pages to eight pages daily and twelve on Saturday, without change of price. It is strictly independent in politics, able in editorial conduct and strong in news features.

The following is a complete list of all Indiana publications issuing more than 5,000 copies regularly:

Boyleston...	American Agent...	monthly	57,804
Huntington...	Farmers' Guide & Home Comp'n...	semi-m.	21,186
Indianapolis...	Journal...	daily	12,411
	Journal...	Sunday	10,408
	Journal...	weekly	10,767
	News...	daily	31,210
	Sentinel...	daily	
	Sentinel...	Sunday	
	Sentinel...	weekly	
	American Non-conformist...	weekly	
	Am. Tribune...	weekly	
	Freeman...	weekly	
	Indiana Baptist...	weekly	
	Indiana Farmer...	weekly	
	Wes'n Horseman...	weekly	
	Typog'l Journal...	semi-m.	9,500
	Ag'l Epitomist...	monthly	
	Wheelmen's Gaz...	monthly	
Lafayette...	Echo...	monthly	
Mishawaka...	Power and Transmission...	monthly	
Mt. Vernon...	Der Armen Seelen Freund...	monthly	17,687
Notre Dame...	Ave Maria...	weekly	
South Bend...	Clover Leaf...	monthly	27,186
Terre Haute...	Locomotive Firemen's Magazine...	monthly	

It will be noted that no daily outside of Indianapolis has a place in this list. The only weekly that attains so high a circulation rating, outside of the capital city, is the *Ave Maria*, a Roman Catholic publication emanating from Notre Dame, a little place of less than 1,000 population. It is not of very marked apparent value as an advertising medium.

The *Agricultural Epitomist*, a monthly at Indianapolis, has a circulation very much larger than is accorded

to any other periodical in the State of any sort.

In addition to the papers enumerated above, the following is a complete list, outside of Indianapolis, of those printing over 2,500 copies regularly:

Dillsborough...	School Herald...	monthly	4,000
Elkhart...	Mennonitische Rundschau...	weekly	3,800
Evansville...	Germania...	weekly	2,808
Fort Wayne...	Gazette...	weekly	2,650
	Journal...	daily	2,544
	"	weekly	2,380
	C. K. of A. Monthly Bulletin...		2,600
Goshen...	Times...	weekly	3,036
Greenfield...	Hancock Democrat...	weekly	2,600
	Lafayette... Courier...	weekly	
	Richmond... Evening Item...	daily	2,360
	Shelbyville... Democrat...	daily	2,800
	"	weekly	3,500
South Bend...	Farmers' Friend...	semi-m'y	
Terre Haute...	Gazette...	daily	4,114
	"	weekly	3,300

In addition to those enumerated in the two preceding catalogues, the following is a complete list of the papers printed, outside of Indianapolis, having a guaranteed issue of 1,000 copies or more:

Anderson...	Bulletin...	daily	1,980
	Democrat...	daily	1,000
Angola...	Republican...	weekly	2,150
Bloomfield...	Democrat...	weekly	1,400
Boonville...	Standard...	weekly	1,000
Brazil...	Times...	daily	1,400
	Orthonomic Era...	weekly	1,200
Cambridge City...	Tribune...	weekly	1,404
Columbia City...	Post...	weekly	1,416
Crawfordsville...	Journal...	daily	1,170
	"	weekly	1,714
Decatur...	Journal...	weekly	1,000
Derby...	Game Bird...	monthly	1,765
Elkhart...	Truth...	daily	1,475
Evansville...	Germania...	daily	1,475
	Standard...	daily	1,793
Fort Wayne...	Gazette...	daily	1,600
Franklin...	Republican...	weekly	1,165
Goshen...	Democrat...	weekly	1,440
Greencastle...	Star Press...	weekly	1,750
Greensburg...	New Era...	weekly	2,000
	Standard...	weekly	1,248
Huntingburgh...	Independent...	weekly	1,000
Jeffersonville...	News...	daily	1,000
	"	weekly	1,800
La Grange...	Democrat...	weekly	1,084
	Standard...	weekly	1,560
Liberty...	Herald...	weekly	1,032
Logansport...	Journal...	daily	1,425
	"	semi-w'y	1,476
	Das Sternbun-	weekly	1,248
	ner...	weekly	1,370
Marion...	Chronicle...	daily	1,400
	"	weekly	1,775
Monticello...	Herald...	weekly	1,043
	Democrat...	weekly	1,000
N. Manchester...	Journal...	weekly	1,167
Oakland City...	Record...	weekly	1,008
Owensville...	Messenger...	weekly	2,244
Oxford...	Tribune...	weekly	1,000
Peru...	Republican...	weekly	2,448
Portland...	Commercial...	weekly	2,016
Richmond...	Sun...	weekly	1,225
Rockport...	Journal...	weekly	1,152

Rushville.....	Jacksonian.....	weekly	1,185
	Republican.....	weekly	1,475
Seymour.....	Journal.....	weekly	1,800
South Bend.....	Times.....	daily	1,500
Tipton.....	Union.....		
	Dispatch.....	weekly	1,500
Union City.....	Times.....	weekly	1,680
Veedsburg.....	News.....	weekly	1,500
Versailles.....	Republican.....	weekly	1,850
Vincennes.....	University Press.....	quarterly	1,000
Washington.....	Gazette.....	weekly	2,200
Waterloo.....	Press.....	weekly	1,223
Winchester.....	Journal.....	weekly	1,920

In addition to Indianapolis, the following are the only places having more than 5,000 population in which is issued a daily or weekly credited with a regular edition of so much as 2,500 copies:

Evansville.....	50,756
Fort Wayne.....	35,393
Terre Haute.....	30,217
Richmond.....	16,608
Lafayette.....	16,243
Elkhart.....	11,360
Goshen.....	6,033
Shelbyville.....	5,451

In addition to those named above, the following are the only places in which is issued either a daily or a weekly having a regular average edition of so many as 1,000 copies:

South Bend.....	21,819
Logansport.....	13,328
Muncie.....	11,345
Anderson.....	10,741
Jeffersonville.....	10,666
Vincennes.....	8,853
Marion.....	8,769
Peru.....	7,028
Crawfordsville.....	6,089
Washington.....	6,064
Brazil.....	5,905
Seymour.....	5,337
Wabash.....	5,105

In none of the following important places is any daily or weekly issued having a guaranteed regular edition of more than 1,000 copies:

New Albany.....	21,059
Hartford City.....	14,300
Michigan City.....	10,776
Madison.....	8,936
Kokomo.....	8,261
Huntington.....	7,328
La Porte.....	7,126
Columbus.....	6,719
Frankfort.....	5,919
Hammond.....	5,428
Valparaiso.....	5,090

Office of ORATOR F. WOODWARD,
PROPRIETOR OF KEMP'S BALSAM &
LANE'S FAMILY MEDICINE.

LE ROY, N. Y., April 3, 1894.

Editor of PRINTERS' INK:

To reach all of the people of Indiana it is undoubtedly necessary to advertise in the leading city papers, and in at least one good paper in each county seat. It is possible to reach a good majority of Indiana people by advertising in the Chicago Newspaper Union's two co-operative lists, published at Fort Wayne and Indianapolis respectively, and in the

leading city papers of the State, taking daily and weekly editions. The Indianapolis *News* is, of course, indispensable, and should always be placed at the head of any list of Indiana advertising mediums. The advertiser would find it profitable to use the *Terre Haute Gazette*, the *Evansville Courier*, *Fort Wayne Journal*, *Richmond Telegram*, *South Bend Tribune*, *La Fayette Courier* and the best dailies (including weekly editions) in Anderson, Brazil, Columbus, Connersville, Crawfordsville, Elkhart, Frankfort, Franklin, Goshen, Huntington, Jeffersonville, Kokomo, La Porte, Logansport, Madison, Marion, Michigan City, Muncie, New Albany, Noblesville, Peru, Seymour, Shelbyville, Valparaiso, Vincennes, Wabash, Warsaw and Washington. To the advertiser whose purse will not stand the heavy drain which the first-named course would involve, the adoption of the second will be a wise one. He will in this way reach more readers than could by any possibility be reached in any other way from the same expenditure of money. If he should also use the German dailies in Evansville and Fort Wayne he would reach a good many Indians who would not otherwise see his advertisement.

Very truly yours,
W. E. HUMELBAUGH.

Indiana, with a population of 2,192,404, has more newspapers per capita than its next Eastern neighbor, Ohio, or its highly intellectual sisters in the East, New York and Massachusetts. Its cities are many and small, and as it is a State very close politically, each of its cities has its respective political paper.

While politics absorb considerable attention the year around, it is also a fact that Indians take more patent medicines into their systems than the residents of any other State in the Union. The leading medicine men tell me they get more returns for the amount of money expended in Indiana than any other State. The State is a rich farming community, except a few counties in the northwestern part of the State. Mortgages are few, and a low percentage of illiteracy. The State is exceedingly rich in coal, oil, and natural gas, is crossed by more railroads than any other State in the Union, and its waterways carry more tonnage to-day than ever before in its history.

Indiana newspapers are patronized more largely by advertisers outside of the borders of its State lines than any other State in the Union. Another fact may also be noted—the political parties being so evenly divided, the mechanic and laborer demand of both parties legislation for shorter hours and union wages. They are newspaper readers and liberal patrons of advertisers. The foreign element of the State is hardly worth mentioning, except, probably, the Germans. They have thickly settled communities in the southern part of the State, are good farmers, mechanics and citizens, and are represented by good German dailies and weeklies.

In Indianapolis, the capital and largest city, there are eighty-one publications, many of them of national reputation. The *Epitomist*, an agricultural paper, has a monthly circulation of over 110,000. Its morning dailies are the *Sentinel* (Dem.), the *Journal* (Rep.), *Telegraph*, (German Ind.). The evening papers are the *News*, (Ind.), the *Sun* (Ind.), *Live Stock Journal* (commercial). The weekly papers of prominence are the *Indiana State Sentinel* (Dem.), 35,000; the *Non-conformist* (Populist), 34,000; *American Tribune* (G. A. R.), 35,000; the *Freeman* (colored), 15,500; *Indiana Farmer*, 27,800;

Indiana State Journal (Rep.), 15,500; *West-ern Horseman*, 15,500; and many others, both weekly and monthly, the organs for diversified interests.

The other leading cities of the State of over 5,000 population are as follows: Evansville, Ft. Wayne, Terre Haute, South Bend, New Albany, Anderson (est.), Richmond, Lafayette, Logansport, Elkhart, Muncie, Michigan City, Jeffersonville, Elwood, Madison, Vincennes, Marion, Kokomo, Huntington, La Porte, Peru, Columbus, Crawfordsville, Washington, Frankfort, Hammond, Seymour, Shelbyville, Wabash, Valparaiso.

These cities are well represented with dailies, and in nearly every instance with weeklies, which go to the surrounding and adjacent counties.

The principal daily papers outside of the city of Indianapolis, whose patrons are almost entirely in Indiana, are: *Evansville Tribune*, *Evansville Courier*, *Ft. Wayne Gazette*, *Terre Haute Express*, *South Bend Tribune*, *New Albany Ledger*, *Anderson Democrat*, *Richmond Telegram*, *Lafayette Journal*, *Logansport Journal*, *Elkhart Review*, *Muncie News*, *Michigan City News*, *Jeffersonville News*, *Madison Courier*, *Vincennes Commercial*, *Columbus Republican*, *Crawfordsville Argus-News*, *Shelbyville Democrat*—all of which have weeklies.

Those papers published outside of the city of Indianapolis, having over 5,000 general circulation, are as follows:

American Agent.....	Boyleston.....	60,000
School Herald.....	Dillsborough....	5,000
A. O. U. W. Recorder.....	Evansville.....	5,500
Business Guide.....	Ft. Wayne.....	9,000
Farmers' Guide.....	Huntington....	21,000
Echo.....	Lafayette.....	25,000
Power & Transmission.....	Mishawaka.....	26,200
Ave Maria.....	Notre Dame.....	23,500
Taxpayer.....	Richmond.....	5,000
Clover Leaf.....	South Bend.....	25,000
Locomotive Firemen's		

Magazine.....	Terre Haute....	38,000
Brass Band.....	Upland.....	7,500
Inter-Mountain.....	Warsaw.....	10,300

The State is dotted with manufacturing plants, Evansville having more manufactories to the population than any other city west of the Hudson River. Coal in the latter city costs only 62 cents a ton. Indiana's diversified lines of railroads and water-ways bring in ore and lumber at low rates. Indiana, the home of hoop-poles, frog farms, swamps, Posey County and Tippecanoe, may be the butt of many a jest, but she has given us some renowned sons and added to literature some memorable pages. When it comes to advertising in her newspapers she makes more money for her patrons than any of her sister States. If your advertisement, well-placed, does not go in Indiana, it will not take anywhere.

FRANK S. GRAY.

KEY WEST AS A NEWSPAPER FIELD.

KEY WEST, Fla., March 31, 1894.

Editor of PRINTERS' INK :

DEAR SIR—In a recent number of your journal, you had an article on Florida papers which did Key West papers an unintentional injustice. In this, you should recollect that Key West is peculiarly situated on an island containing only about 3 square miles (1,800 acres), sixty miles from the mainland of Florida proper, but nearly 240 to the nearest railroad that connects us with the great outside world—namely Tampa. Yet, on the other hand, we are only eighty miles from Havana, Cuba, from which place at least half

our population comes. Thus from a newspaper standpoint, we have only 9,000 inhabitants, instead of 18,000 as the government census of 1890 gave us. Again, owing to our position, 250 miles from the balance of Florida (settled portion), we have not, nor cannot expect, any subscribers or business, except among local men and business houses. Now, while you say that the make-up of the Key West papers, etc. (meaning about this, I do not quote your exact words), shows them to be inferior, etc., to other cities of our population, you forget all these three, besides overlooking another most important one, which is this—we have to pay cable rates for all messages received—the cablegrams of the *Equator-Democrat* (usually about one column) costing fully as much as Florida's leading newspaper, the Jacksonville *Times-Union*. Again, we have not the advantage of a weekly edition (having tried this several times) made up from our daily, because, as we cannot have any outside circulation, we must look to the city alone for weekly subscribers, and naturally all those who will take a local paper take the daily issue.

But now, as to the benefit to advertisers, we can add this: The newspapers of Key West, the *Equator-Democrat*, fourteen years old and sole newspaper of the city, many times, and virtually is now, covers a unique field, and one that always pays those who plough it.

It is impossible to reach the people of Key West except through its columns, and we make the challenge. Trusting that in the interest of fair play, as well as in the cause of enlightenment, you will publish this, I remain, sincerely yours,

CHAS. B. PENDLETON.

Mr. Pendleton has been the president of the Florida Press Association for the past four years.—ED. PRINTERS' INK.

OAKLAND, CAL., April 2d, 1894.

Editor of PRINTERS' INK:

While in my rounds of California towns I had occasion to look for the *Tribune* office, in the city of Oakland, and this picture of its office building published in the American Newspaper Directory for 1893, would seem to enable a person to locate the office without difficulty. But I have to inform you that I could not find a *Tribune* Building at all, or any building over 3½ stories in the locality. The building occupied by it is 3 stories, occupied principally as a hotel.

A few days ago I happened to be in Philadelphia, and, noticing the building occupied by the *Press*, was struck with its resemblance to the one that I could not find in Oakland. You don't imagine that the *Press* people have bought the *Tribune's* structure and removed it, do you? Just as strange things have been done, I know, for there stands in Chicago to-day an old tobacco warehouse that I saw in Richmond before the war.

ANXIOUS INQUIRER.



ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. **PRINTERS' INK** is a clearing-house for ideas—this is the retail branch.

I have from R. W. Robertson & Co., dry goods dealers of Brantford, Ont., several of their recent advertisements. They ask whether I "think they are striking without being offensive."

The ads are of the character which makes criticism very hard. I will have to take refuge in the question, "Do they sell goods?" That soon tells the story as to the merit of any advertisement.

I am inclined to believe that these are good ads. Almost all of them begin with a more or less humorous story, which is made to lead up to the list of prices for the day. The one I reproduce is, I think, a fair sample of the general style:

They All Get Something.

FROM a bushel of corn, a distiller gets four gallons of whiskey, which retails at \$16.00.

The Government gets \$3.60; the farmer who raised the corn gets 40 cents; the railroad gets \$1.00; the manufacturer gets \$4.00; the retailer gets \$7.00; the consumer gets six months, and the policeman gets paid for running him in.

You'll get something too if you run in and see the new lines of Dress Goods we open out this week—you'll get an agreeable surprise and perhaps a dress. Monday we opened 15 cases of new dress materials and laces with some French Flowers, novelties that left the other side of the fish pond only four weeks ago. These are significant of the close prices we sell at:

(Prices.)

While the stamp of truth will not carry a letter through the mails, yet in this announcement it will carry conviction to scores in need of above goods and not averse to saving.

Big 72 R. W. Robertson & Co.

I can readily understand how people would get in the habit of looking for these ads, and of reading them pretty thoroughly. Still, Messrs. Robertson & Co. look to women for the bulk of their trade, and women, as a rule, are not humorists, and in a great many cases do not appreciate humor. This is all theory, of course, and if the ads bring women into the store, that is the truest test after all.

There are a good many very striking prices in the ads, and if all the statements are actually true, as the ads say

they are, I have not much doubt that they have been very effective.

* *

St. Charles, Mo., has several fairly good papers, and still Mr. O. E. Guttery finds it necessary to get out advertisements in the shape of dodgers. For that kind of advertising they are very good. Most of the subject matter is made up of prices, and it may be that they are profitable. Still, I believe that the same matter put into the papers would have a great deal better effect. Besides the direct return which may come from the advertisement, the regular publication of a business announcement in newspapers gives the store a certain standing, and possesses the power to produce cumulative results, which a dodger or circular cannot have.

I think it is safe to say that nine-tenths of all the money paid for dodgers and hand-bills is wasted. It is, figuratively and literally, "throwing money into the street."

If a dealer thinks it advisable to get out any sort of printed matter he ought to spend money enough to have it nicely printed on good paper, and should try to make it of such a character as would insure preservation for a short time at least. A mere dodger thrown into the yard or doorway is generally regarded as more of a nuisance than anything else, and I think really hurts the business oftener than it helps it.

* *

Charles F. Jones, who conducts the "How to Advertise" department in the *Dry Goods Chronicle*, and who also manages the advertising for the New York Store of Louisville, Ky., has sent me a large batch of his advertisements.

The most striking thing about them is the display. The ads stand out very well in the Louisville papers, which are much given to big black letters and muddy looking cuts. Mr. Jones uses enough white space to bring his ads into striking prominence by contrast with the others.

I think that in a great many cases in these ads, as well as in others, there is waste of space in the display. A department house generally takes enough space to make their ads prominent merely by virtue of the size of the ad. That accomplishes the purpose of the big type and isn't nearly so expensive. There is, however, a great diversity of opinion on this point, some of the best and most successful houses in the country using the big display idea and a great many others using practically no display at all.

Display is undoubtedly desirable, but free translation of the word means merely prominence, and if this can be obtained by the use of solid pica, it is just as good and very much less expensive than screaming head-lines and black borders.

Mr. Jones uses in his ads what I would call the "Chicago" style. Anybody who is familiar with the Chicago Sunday papers will understand what this means at once. It is directly opposite to the Wanamaker idea, which I personally consider very much better.

Here is one of Mr. Jones' ads, which gives a general idea of the style he uses, and which I think cannot have failed to bring the desired trade:

The Stewart Dry Goods Co.
(INCORPORATED.)
**NEW YORK
STORE**
AND
Dry Goods NOTIONS.
LOUISVILLE, KY.

GENTLEMEN,

**How
Are
Your
Socks?**

If they are darned they are uncomfortable, and if they are uncomfortable it is time to buy new ones.

**HERE IS
A SPECIAL:**
Men's Fine Sea Island Cotton Socks,
high spliced heel, fast colors, in 250
Tans and Slaters, wonders at **25c**

It will be a long time before your toe
will wear through these.

We
Have
8,000
Pair.

For Shoes—(By W. S. G.).

Fix Your Feet.

Buy our Famous, Fine Fitting,
Finely Finished, Fancy and Fasci-
nating "FOOT FORM" Shoes

For Five Dollars.

For Pianos—(By E. French, Red
Bank, N. J.).

Our Bargain Counter.

We never expect profit on Pianos and Organs taken in trade, but are glad enough to get our money back. Now, whether it is our easy payment system, our moderate prices, or the excellent reputation of our instruments we don't know; but trade has been good, and many

Square Pianos

and used Organs have come to us in exchange, until we are badly cramped for room. So much so that the following are offered at a little below what we allowed for them. Call and examine—and no hints to buy.

4 Upright Pianos,	\$175 up.
14 Square Pianos,	25 up.
8 Organs,	40 up.

For Furniture.

BURGLARS ABROAD

You had better, if you are unprovided, secure a kitchen safe.

Burglars will find no difficulty in breaking into it; but you will find it so useful that you will wonder how you ever got along without it. We have just received a large assortment.

We have a few of that carload of cheap Chamber Sets left; only a few more. The cheapest and best ever brought to this valley.

For Furniture—(By C. A. Bates).

True Economy

lies in buying good things. Good things need not be high priced. There's a certain hard wall of facts and figures, however, that stands between possibility and prodigal promises. There are certain prices below which no good, honest furniture can be bought. Those prices are ours. If you pay less you get less. No use dodging a fact.

For Furniture.

MANY YEARS AGO

The people of Arizona lived in caves of cliffs, ate and slept upon the ground. In those days there were no furniture stores.

To supply the demands of these changed times we are selling solid oak Chamber Sets at prices which leave us but a small margin of profit. Only see them.

For Shoes—(By O. P. Knauss).

After the Winter is Over.

After your feet are sore from wearing rubbers and overshoes, and the other shoes are pretty well worn and out of shape, you want to get a new pair. If we are correct, then come to us and we will please and ease you. We have received a fine stock of all kinds of goods for the spring season, and not only that, but to wear throughout the other seasons. Our shoes are well made, comfortable and low in price.

For an Installment Furniture Dealer—(By C. C. Scott, Murphysboro, Ill.).

A COMEDY in Five Acts.

Scene—The Store of B. Blank & Co.
Time—Every day.

Tableaux—Grand exhibit of Beautiful,
Durable and Serviceable Parlor and Bedroom
Furniture, &c.

- Act 1—Low Prices.
- Act 2—Weekly or Monthly Payments.
- Act 3—The People See.
- Act 4—The People are Delighted.
- Act 5—The People Buy.

For a Druggist—(By E. L. Couillard).

It Is Reasonable To Think

that a pill, with a gelatine or sugar coating, is very slow of solubility in the stomach. It is also a self-evident truth that a tablet, held in shape simply by compression, is at once disintegrated and its curative power felt very soon after it enters the stomach. In the one case fifteen minutes to a half hour is required to simply dissolve the coating. In the other case the tablet begins its work as soon as swallowed. This is why the

Philomel Headache Cure

is in tablet form. Time lost in dissolving a coating means a delay in relief. We like to have our headaches cured as soon as possible—it saves nerve energy. Try a package and prove the correctness of our theory.

25 Cures 25 Cents.

For a Grocer—(By C. A. Bates).

Sugar Isn't All Alike,

Though most folks would say so. There are different grades of each kind. May be you think granulated is all alike, but it isn't. It's a small thing, but we're careful about it. If there are two qualities we always get the better one.

For Hats—(By R. F. R. Huntsmann).

Say It Quick: "Knox Asks Six."

Sort of "sticks" in your palate, doesn't it?

And when you pay six dollars for a hat, that "sticks" you, too, in a different way.

**FOR THREEE DOLLARS,
that's plain, WE WILL SELL
YOU A HAT EQUAL TO
ANY MADE.**

Of course we have the latest
shapes and shades of color
proper for the season.

For Shoes—(By C. A. Duke).

OFF WITH THE OLD! NEW!

We have just received a new and complete line of

SHOES,

and we propose to close them out at once
and at very low

PRICES.

We can fit the Large, Small, Slim or Fat

FOOT,

as well as the Thin, Flat

POCKET-BOOK.

A shoe firm recently placed a misses' \$1 shoe on the market, and tells the story in this wise:

"Sing a song of hundred cents,

A misses' dollar shoe.

Six and thirty in a case.

Just the thing for you.

When the case is open

The shoes upon the shelves

Prove a great attraction,

And almost sell themselves."

It might be revised to fit a retail shoe business very nicely.

For Curtains.

WHY?

Why is the curtain like a woman in the attitude of prayer?

Because it's a shce-kneel.

Our spring stock of silk and chenille curtains is on the shelves and anxious to be on your curtain poles. The styles are rather prettier than usual this season, and if you care for such things it will be a real treat to see them. You are very welcome to do so, whether you wish to buy or not.

IT DESERVES THE SOBRIQUET "LITTLE SCHOOLMASTER."

Some time ago the Wisconsin Business University subscribed for a number of copies of PRINTERS' INK, to be used in their actual business department. That the idea has been a successful one is evidenced by the following letter and the accompanying advertisements, which have been constructed by students in the University:

Business Department,
WISCONSIN BUSINESS UNIVERSITY.
F. J. Toland, President.
LA CROSSE, WIS., March 27, 1894.

Editor of PRINTERS' INK:

According to promise we herewith hand you proofs of advertisements, prepared by our students, and published in the Winona, Minn., Daily Herald.

If you consider them worthy of reproduction or comment,

Men who mean Business..

Do not waste much time talking about it; hence the brevity of our announcement.

If you need anything in the way of Plumbing, Gas Fitting, Hot Water, Air or Steam Heating, we can please you.

Coomes & Maher,

114 Center Street

we will feel that our work in this direction is appreciated.

You will probably remember that we began this work as a regular course of study about four months ago. We consider some of the ads very good, and that they are accepted by business men is evidence that some others are of our way of thinking.

We find PRINTERS' INK very popular with the students, and very valuable. With best wishes, we are, Yours respectfully,

WISCONSIN BUSINESS UNIVERSITY.

Of the ads which were sent with the letter are several which deserve commendation. The display in all of them is good, without exception. There are a few which show in their construction lack of business experience on the part of the writers. This, however, is a matter which will remedy itself. Those which I reproduce are, I think, up to the average of the writing done, even by many of those who make a specialty of the business.

These results have been obtained in

four months' study of PRINTERS' INK. There never has been a better proof of the rightness of the sobriquet, "The Little Schoolmaster in the Art of Advertising." Here is an example of its actual use as an instructor.

If a man has a reasonable amount of good, hard common sense, and if he will make liberal use of it in thinking about his advertising, he will not generally go very far wrong, provided, of course, that he learns previously from some source a few of the fundamental principles. There is no better place to learn these than in the pages of PRINTERS' INK. In the five years and a half of its existence, the shrewdest and most successful advertisers in the world have contributed to its pages their best ideas and the results of their experience. It

Pyrus *

An exquisitely delicate and fragrant perfume that recalls the almost forgotten memories of springtime orchards. Composed of pure flower extracts. It is lasting and unchangeable, qualities never found in inferior perfumes.

Pyrus *

Is sure to please the most fastidious. It is so refreshingly sweet and natural—a perfect bouquet of liquid flowers.

PITTMAN,
DRUGGIST.

1111 1/2 Ave. University, La Crosse.

"We'd rather be
Right than"—

We don't think we can be President. But our ambition is to have our Clothing **RIGHT**—right in every way—quality, style, fit, finish, price. Then you'll be pleased, and we'll have your trade always. Come and see what we can do for you NOW

On Spring Suits
we are Strictly Right.

HAMMER,

The Tailor. 108 East Third St.

is a record of facts. True, there has been and is a little theory mixed in, but, in the main, PRINTERS' INK deals in actualities.

Nothing comes by chance. Nothing is learned without intelligent effort. If one would know about advertising, he must study it. The best teacher is experience, and the next best is the experience of others. That is what PRINTERS' INK gives. It presents advertising in all of its phases, from the standpoint of the publisher as well as from that of the advertiser. It covers the field of general advertising as well as that of local advertising. It should be the text book, and furnish a course of study in advertising for every business college in the country. Advertising is growing more and more important every year, and the young man who expects to succeed must have at least a good general knowledge of it.

LARGEST CIRCULATIONS.



The following is an alphabetically arranged list of all newspapers and periodicals credited with having issued regular editions exceeding 5,000 copies for the period of a full year, by the American Newspaper Directory for 1894, which will be issued to subscribers on Monday, April 30th. The correctness of circulation ratings given in figures, or marked with one asterisk (*), is guaranteed by a reward of a hundred dollars (\$100) in each and every case, to the first person who proves that the Directory was imposed upon by an untruthful report. While the annual revision of the American Newspaper Directory is in progress, every publisher of a periodical is afforded an opportunity to place on file a true statement of his actual issues for the preceding twelve months. If he prefers a report more easily prepared he is permitted to file a statement of what has been his smallest issue.

To be correctly rated costs no publisher anything; all that he has to do is to know how many copies he prints, and state the facts.

The significance of ratings indicated by capital letters is as follows:

Exceeding seven thousand five hundred....F
Exceeding twelve thousand five hundred....E
Exceeding seventeen thousand five hundred...D
Exceeding twenty thousand.....C
Exceeding forty thousand.....B
Exceeding seventy-five thousand.....A

"A" is the highest rating accorded without a report from the publisher.

A reward of \$25 is at the disposal of any publisher who proves that a definite, detailed report of his actual issues was furnished and was not accepted and his paper rated in accordance.

ALABAMA.

Birmingham, Age Herald, weekly, E
Birmingham, Great South, monthly, F
Montgomery, Advertiser, daily, 5,500

ALABAMA.

Montgomery, Advertiser, weekly, 8,700
Montgomery, Alliance Herald, weekly, F

ARKANSAS.

Fort Smith, Elevator, weekly, 5,750
Little Rock, Arkansas Methodist, w'ly, 10,000

CALIFORNIA.

Los Angeles, Times, daily, 12,194
Los Angeles, California Family Ledger, weekly, 13,440
Oakland, Enquirer, daily, 6,059
Oakland, Tribune, daily, *F
Sacramento, Record-Union, daily, 6,658
Sacramento, Union, weekly, 12,377
San Francisco, Chronicle, daily (including Sunday), 62,562
San Francisco, Chronicle, weekly, C
San Francisco, Evening Bulletin, daily, F
San Francisco, Bulletin, weekly, E
San Francisco, Evening Post, daily, C
San Francisco, Post, weekly, F
San Francisco, Examiner, daily (including Sunday), 65,236
San Francisco, Examiner, weekly, 74,113
San Francisco, Report, daily, C
San Francisco, Argonaut, weekly, E
San Francisco, California Volksfreund, weekly, 6,881
San Francisco, California World, w'ly, F
San Francisco, News Letter and California Advertiser, weekly, 13,300
San Francisco, Pacific Rural Press, weekly, F
San Francisco, Star, weekly, 5,000
San Francisco, Wasp, weekly, F
San Francisco, Wave, weekly, F
San Francisco, California Illustrated Magazine, monthly, P
San Francisco, Golden State, monthly, 17,537
San Francisco, Overland Monthly, F
San Francisco, Pacific States Watchman, monthly, *D

COLORADO.

Denver, Colorado Sun, daily, F
Denver, Colorado Sun, Sundays, E
Denver, Republican, daily, 19,401
Denver, Republican, Sundays, 26,322
Denver, Rocky Mountain News, daily, D
Denver, Rocky Mountain News, Sunday's, E
Denver, Times, daily, 19,658
Denver, Road, weekly, 7,861
Denver, Rocky Mountain World, w'ly, F
Denver, A. O. U. W. Record, monthly, 5,200
Denver, Great Divide, monthly, 28,000
Denver, Woodman, monthly, 5,000

CONNECTICUT.

Bridgeport, Evening Post, daily, 10,371
Bridgeport, Union, daily, 6,860
Bridgeport, Sunday Herald, Sundays, *E
Danbury, Prescription, monthly, F
Hartford, Post, daily, 8,000
Hartford, Times, daily, 12,542
Hartford, Times, weekly, 7,087
Middletown, Penny Press, daily, 6,000
New Haven, Evening Leader, daily, 6,300
New Haven, Household Pilot, monthly, B
New Haven, Modern Queen, monthly, C
Waterbury, Sunday Herald, Sundays, *F

DISTRICT OF COLUMBIA.

Washington, Evening News, daily, F
Washington, Evening Star, daily, 34,190
Washington, Post, daily, D
Washington, Army and Navy Register, weekly, 7,000
Washington, Kate Field's Washington, weekly, C
Washington, National Economist, w'ly, C
Washington, National Tribune, w'ly, 116,520
Washington, National Watchman, weekly, 20,000

DISTRICT OF COLUMBIA.

Washington, Public Opinion, weekly,	D
Washington, Woman's Tribune, w'kly,	7,000
Washington, American Farmer, semi-monthly,	125,124
Washington, Good Government, monthly,	6,328
Washington, Home Magazine, m'thly,	A
Washington, Jenness Miller Illustrated Magazine, monthly,	D
Washington, National Illustrated Magazine, monthly,	C
Washington, People's Journal, m'ty,	14,500
Washington, American University Courier, quarterly,	15,000

GEORGIA.

Athens, Woman's Work, monthly,	C
Atlanta, Constitution, daily,	E
Atlanta, Constitution, Sundays,	D
Atlanta, Constitution, weekly,	A
Atlanta, Journal, daily,	17,101
Atlanta, Journal, weekly,	P
Atlanta, Business Directory, weekly,	5,000
Atlanta, Southern Star, weekly,	F
Atlanta, Sunny South, weekly,	B
Atlanta, Way of Life, weekly,	8,000
Atlanta, Wesleyan Christian Advocate, weekly,	F
Atlanta, Southern Farm, semi-monthly,	C
Atlanta, Old Homestead, monthly,	C
Atlanta, Our Home Field, monthly,	E
Atlanta, Southern Agent, monthly,	E
Atlanta, Southern Cultivator and Dixie Farmer, monthly,	C
Savannah, News, weekly,	F

ILLINOIS.

Bloomington, Pantagraph, daily,	5,250
Bloomington, Pantagraph, weekly,	5,606
Bloomington, Home Circle, monthly,	D
Bloomington, Illinois Freemason, m'ty,	5,225
Bloomington, Public School Journal, monthly,	*F
Chicago, Abend Post, daily,	D
Chicago, Die Fackel, Sundays,	C
Chicago, Chicagoe Freie Presse, daily,	D
Chicago, Daheim, Sundays,	D
Chicago, Chicagoe Freie Presse, w'kly,	D
Chicago, Dispatch, daily,	C
Chicago, Drivers' Journal, daily,	D
Chicago, Drivers' Journal, semi-w'kly,	F
Chicago, Drivers' Journal, weekly,	E
Chicago, Evening Journal, daily,	C
Chicago, Journal, weekly,	D
Chicago, Evening Post, daily,	C
Chicago, Herald, daily,	75,000
Chicago, Sunday Herald, Sundays,	75,000
Chicago, Illinois Staats-Zeitung, daily,	D
Chicago, Illinois Staats-Zeitung, w'kly,	D
Chicago, Der Westen, Sundays,	B
Chicago, Inter-Ocean, daily,	A
Chicago, Inter-Ocean, weekly,	A
Chicago, Sunday Inter-Ocean, Sundays,	C
Chicago, Mail, daily,	38,490
Chicago, News, daily,	192,491
Chicago, Record, daily,	119,936
Chicago, Skandinavien, daily,	E
Chicago, Sun, daily,	F
Chicago, Times, daily,	E
Chicago, Times, weekly,	C
Chicago, Tribune, daily,	*A
Chicago, Tribune, Sundays,	A
Chicago, Advance, weekly,	22,990
Chicago, American Artisan, Tinner and House Furnisher, weekly,	7,383
Chicago, American Bee Journal, w'y,	5,500
Chicago, American Field, weekly,	F
Chicago, Amerika, weekly,	F
Chicago, Appeal, weekly,	F
Chicago, Arkansas Traveler, weekly,	F
Chicago, Band of Gold, weekly,	7,500
Chicago, Baptist Union, weekly,	D
Chicago, Bladet, weekly,	F
Chicago, Breeders' Gazette, weekly,	13,000
Chicago, Builder and Trader, w'kly,	10,000
Chicago, Canadian American, weekly,	E
Chicago, Champion of Freedom and Right, weekly,	5,250
Chicago, Citizen, weekly,	F
Chicago, Clark's Horse Review, weekly,	D
Chicago, Die Rundschau, weekly,	D
Chicago, Eagle, weekly,	D
Chicago, Epworth Herald, weekly,	70,000
Chicago, Equity, weekly,	F

ILLINOIS.

Chicago, Express, weekly,	C
Chicago, Farmers' Review, weekly,	D
Chicago, Farmers' Voice, weekly,	30,000
Chicago, Farm, Field and Fireside, weekly,	C
Chicago, Farm Implement News, w'ly,	F
Chicago, Folke Vennen, weekly,	5,600
Chicago, Gamla Och Nya Hemlandet, weekly,	E
Chicago, Graphic, weekly,	C
Chicago, Grocers' Criterion, weekly,	F
Chicago, Horseman, weekly,	13,000
Chicago, Humoristen, weekly,	19,425
Chicago, Illustrated Sun, weekly,	D
Chicago, Interior, weekly,	F
Chicago, Israelite, weekly,	D
Chicago, Journal of the American Medical Association, weekly,	5,000
Chicago, Ledger, weekly,	A
Chicago, Lever, weekly,	E
Chicago, L'Italia, weekly,	E
Chicago, Living Church, weekly,	E
Chicago, Markets, weekly,	20,000
Chicago, Missions-Wannen, weekly,	19,000
Chicago, New World, weekly,	D
Chicago, Norden, weekly,	E
Chicago, North-Western Christian Advocate, weekly,	24,000
Chicago, Nya Vecko Posten, weekly,	30,000
Chicago, Occident, weekly,	D
Chicago, Oesterreichisch Ungarische Zeitung, weekly,	F
Chicago, Orange Judd Farmer, w'ly,	30,000
Chicago, Prairie Farmer, weekly,	D
Chicago, Reform Advocate, weekly,	9,300
Chicago, Religio-Philosophical Journal, weekly,	F
Chicago, Rights of Labor, weekly,	F
Chicago, Saturday Blade, weekly,	A
Chicago, Sentinel, weekly,	F
Chicago, Sports and Amusements, w'y,	F
Chicago, Standard, weekly,	C
Chicago, Svenska Amerikanaren, w'ly,	O
Chicago, Svenska Kuriren, weekly,	E
Chicago, Svenska Tribunen, weekly,	C
Chicago, Union-Signal, weekly,	B
Chicago, Unity, weekly,	F
Chicago, Western Rural and American Stockman, weekly,	55,065
Chicago, Wool and Hide Shipper, w'y,	5,000
Chicago, World, weekly,	F
Chicago, Young Men's Era, weekly,	C
Chicago, Zgoda, weekly,	8,000
Chicago, Dial, semi-monthly,	5,000
Chicago, Eight-Hour Herald, semi-m'y,	8,750
Chicago, American Furniture Gazette, monthly,	5,000
Chicago, American Sheep-Breeder and Grower, monthly,	10,000
Chicago, American Swineherd, m'thly,	23,000
Chicago, Anguera's Journal, m'thly,	7,000
Chicago, Arts, monthly,	8,000
Chicago, Climax, monthly,	18,225
Chicago, Credit Review, monthly,	F
Chicago, Dairy World, monthly,	F
Chicago, Financial Review and American Building Association News, monthly,	E
Chicago, Good Form, monthly,	F
Chicago, Holzarbeiter; Woodworker, monthly,	F
Chicago, Home Journal, monthly,	F
Chicago, Home World, monthly,	D
Chicago, Household Guest, monthly,	125,000
Chicago, Independent Forester, m'ty,	E
Chicago, Inland Printer, monthly,	F
Chicago, Irrigation Age, monthly,	10,000
Chicago, Mexico, monthly,	5,000
Chicago, Mission Studies, monthly,	9,000
Chicago, National Harness Review, monthly,	7,000
Chicago, Our Youth's Friend, monthly,	E
Chicago, Railway Carmen's Journal, monthly,	5,000
Chicago, Record of Christian Work, monthly,	F
Chicago, Song Friend, monthly,	F
Chicago, S. S. Lesson Illustrator, m'ty,	E
Chicago, Switchmen's Journal, m'thly,	E
Chicago, Western Agriculturist and Live Stock Journal, monthly,	E
Chicago, Western Druggist, monthly,	F
Chicago, Western Painter, monthly,	5,300
Chicago, World Wide Missions, m'thly,	B
Chicago, Young Crusader, monthly,	F

ILLINOIS.

Chicago, Young Ladies' Bazar, m'thly.
Chicago, Friends' Bible School Quarterly.
Chicago, Illinois State Association Notes, quarterly.
Galesna, Gazette, weekly.
Galesburg, Railroad Trainmen's Journal, monthly.
Joliet, News, daily.
Moline, Western Plowman, semi-m'y.
Mount Vernon, Progressive Farmer, weekly.
Oak Park, Week's Current, weekly.
Oak Park, Intelligence, semi-m'y.
Peoria, Journal, daily.
Peoria, Journal, weekly.
Quincy, Farmers' Call, weekly.
Rock Island, Augustana, weekly.
Springfield, Modern Woodman, m'y.
Taylorville, School News and Practical Educator, monthly.

INDIANA.

Boyleston, American Agent, monthly.
Huntington, Farmer's Guide and Home Companion, semi-monthly.
Indianapolis, Journal, daily.
Indianapolis, Sunday Journal, S'ndays.
Indianapolis, Indiana State Journal, weekly.
Indianapolis, News, daily.
Indianapolis, Sentinel, daily.
Indianapolis, Sunday Sentinel, Sundays.
Indianapolis, Indiana State Sentinel, weekly.
Indianapolis, American Nonconformist, weekly.
Indianapolis, American Tribune, w'y.
Indianapolis, Freeman, weekly.
Indianapolis, Indiana Baptist, weekly.
Indianapolis, Indiana Farmer, weekly.
Indianapolis, Western Horseman, w'y.
Indianapolis, Typographical Journal, semi-monthly.
Indianapolis, Agricultural Epitomist, monthly.
Indianapolis, Wheelmen's Gazette, monthly.
Lafayette, Echo, monthly.
Mishawaka, Power and Transmission, monthly.
Mount Vernon, Der Armen Seelen Freund, monthly.
Notre Dame, Ave Maria, weekly.
South Bend, Clover Leaf, monthly.
Terre Haute, Locomotive Firemen's Magazine, monthly.

IOWA.

Ames, Farm and Dairy, monthly.
Cedar Falls, Loyal Workman, m'thly.
Cedar Rapids, Saturday Record, w'kly.
Cedar Rapids, Kvinden Og Hjemmet, monthly.
Cedar Rapids, Railway Conductor, m'y.
Cedar Rapids, Sunday School Missionary, monthly.
Cedar Rapids, Western Penman, m'y.
Charles City, Iowa Teacher, monthly.
Charles City, Iowa Temperance Magazine, monthly.
Creston, Union Co. Progress, monthly.
Davenport, Children's Home Finder, monthly.
Decorah, Posten, weekly.
Des Moines, Farmers' Tribune, weekly.
Des Moines, Homestead, weekly.
Des Moines, Iowa State Register, w'kly.
Des Moines, Leader, weekly.
Des Moines, Live Stock and Western Farm Journal, semi-monthly.
Des Moines, Iowa Legion of Honor Herald, monthly.
Des Moines, National Sabbath School Teacher, monthly.
Des Moines, Western Garden and Poultry Journal, monthly.
Dubuque, Telegraph, weekly.
Lyons, Clinton Co. Advertiser, tri-w'y.
Ottumwa, Press, weekly.
Sioux City, Journal, daily.
Sioux City, Tribune, daily.
Sioux City, Western Farmer and Stockman, weekly.

IOWA.

E Story City, Skolen og Hjemmet, semi-monthly.
D Vinton, Railroad Telegrapher, semi-monthly.
Waterloo, Creamery Journal, monthly.

KANSAS.

30,125 Leavenworth, Times, weekly.
3,419 Minneapolis, Kansas Workman, m'y.
D Topeka, Capital, daily.
Topeka, State Journal, daily.
E Topeka, Advocate, weekly.
Topeka, Kansas Capital and Farm Journal, weekly.
14,859 Topeka, Kansas Farmer, weekly.
E Topeka, Western Odd-Fellow, semi-monthly.
10,967 Topeka, Western School Journal, m'y.
B Wichita, Eagle, daily.
Wichita, Eagle, weekly.

KENTUCKY.

Lexington, Kentucky Stock Farm, weekly.
Louisville, Commercial, daily.
Louisville, Commercial, Sundays.
Louisville, Commercial, weekly.
Louisville, Courier-Journal, daily.
Louisville, Courier-Journal, Sundays.
Louisville, Courier-Journal, weekly.
Louisville, Post, daily.
E Louisville, Times, daily.
E Louisville, Christian Guide, weekly.
Louisville, Christian Observer, weekly.
D Louisville, Farmers' Home Journal, weekly.
C Louisville, Truth, Sundays.
C Louisville, Western Recorder, weekly.
E Louisville, Home and Farm, semi-m'y.
F Louisville, Masonic Home Journal, semi-monthly.
C Louisville, Bishop's Letter, Monthly.
F Louisville, Southern Manufacturer and Builder, monthly.

LOUISIANA.

A New Orleans, Picayune, daily.
F New Orleans, Picayune, weekly.
D New Orleans, States (including Sunday) daily.
C New Orleans, States, semi-weekly.
12,069 New Orleans, Times-Democrat, daily.
5,797 New Orleans, Times-Democrat, weekly.
D New Orleans, Christian Advocate, w'y.
6,500 New Orleans, Southwestern Christian Advocate, weekly.

MAINE.

F Auburn, Young Folks at Home, m'y.
8,000 Augusta, Maine Farmer, weekly.
E Augusta, Illustrated Happy Hours, semi-monthly.
16,000 Augusta, Vickery's Fireside Visitor, semi-monthly.
E Augusta, Comfort, monthly.
F Augusta, Daughters of America, m'y.
F Augusta, Golden Moments, monthly.
E Augusta, Hearth and Home, monthly.
Augusta, Illustrated Family Herald, monthly.
5,695 Augusta, Illustrated Good Stories, monthly.
Augusta, National Farmer and Home Magazine, monthly.
F Augusta, People's Literary Companion, monthly.
78,549 Augusta, Sunshine, monthly.
150,300 Augusta, True's Farming World and Household Magazine, monthly.
E Bangor, Commercial, weekly.
East Fairfield, Good Will Record, m'y.
Farmington, School Days, monthly.
Farmington, School World, monthly.
Lewiston, Saturday Journal, Saturdays.
Lewiston, Journal, weekly.
F Portland, Evening Express, daily.
5,829 Portland, Transcript, weekly.
25,013 Portland, Transcript, monthly.
26,179 Portland, Hallett's American Farmer and Family Magazine, monthly.
17,216 Portland, Our Home and Fireside Magazine, monthly.

MAINE.

Portland, People's Illustrated Journal, monthly,	91,541
Portland, Practical Housekeeper and Ladies' Fireside Companion, m'y,	150,778
Portland, Thrifty Farmer and Fireside Magazine, monthly,	16,871
Waterville, Fireside Gem, monthly,	30,000

MARYLAND.

Baltimore, American, daily,	D
Baltimore, American, Sundays,	D
Baltimore, American, weekly,	C
Baltimore, Morning Herald, daily,	28,062
Baltimore, Sunday Herald, Sundays,	37,567
Baltimore, Herald, weekly,	19,696
Baltimore, News, daily,	F
Baltimore, Sunday News, Sundays,	F
Baltimore, Sun, daily,	C
Baltimore, World, daily,	*E
Baltimore, Catholic Mirror, weekly,	F
Baltimore, Gazette, weekly,	11,000
Baltimore, Katholische Volks-Zeitung, weekly,	E
Baltimore, Polonia, weekly,	7,620
Baltimore, Clover Leaf, monthly,	5,000
Baltimore, Maryland Churchman, m'y,	*F
Baltimore, Painters' Journal, monthly,	13,000

MASSACHUSETTS.

Athol, Healthy Home, monthly,	8,729
Baldwinville, Cottager and Ready Record, monthly,	14,999
Boston, Advertiser, daily,	F
Boston, Evening Record, daily,	B
Boston, Evening Transcript, daily,	F
Boston, Globe, daily,	183,047
Boston, Sunday Globe, Sundays,	165,617
Boston, Herald, daily,	A
Boston, Sunday Herald, Sundays,	A
Boston, Journal, daily,	66,812
Boston, Journal weekly,	11,618
Boston, Post, daily,	*F
Boston, Traveller, daily,	F
Boston, American Cultivator, weekly,	C
Boston, Banner of Light, weekly,	E
Boston, Bicycling World and L. A. W. Bulletin, weekly,	*C
Boston, Christian Leader, weekly,	F
Boston, Christian Register, weekly,	F
Boston, Commercial Bulletin, weekly,	F
Boston, Commonwealth, weekly,	F
Boston, Congregationalist, weekly,	C
Boston, Dorchester Beacon, weekly,	*F
Boston, Golden Rule, weekly,	85,355
Boston, Manufacturers' Gazette, weekly,	F
Boston, Massachusetts Ploughman and New England Journal of Agriculture, weekly,	F
Boston, New England Farmer, weekly,	E
Boston, Our Sunday Afternoon, w'kly,	D
Boston, Pilot, weekly,	C
Boston, Republic, weekly,	C
Boston, Sacred Heart Review, weekly,	40,000
Boston, True Flag, weekly,	F
Boston, Watchman, weekly,	E
Boston, Waverly Magazine, weekly,	E
Boston, Wool and Cotton Reporter and Financial Gazette, weekly,	F
Boston, Yankee Blade, weekly,	B
Boston, Youth's Companion, weekly,	572,746
Boston, Zion's Herald, weekly,	E
Boston, American Protestant, bi weekly,	F
Boston, Every Other Sunday, bi-w'kly,	11,800
Boston, Wampum Belt, semi-monthly,	5,000
Boston, A B C Pathfinder Railway Guide, monthly,	F
Boston, American Legion of Honor Journal, monthly,	15,280
Boston, American Nation, monthly,	77,640
Boston, American Teacher, monthly,	D
Boston, Arena, monthly,	E
Boston, Atlantic Monthly,	E
Boston, Babyland, monthly,	D
Boston, Baby Pathfinder Railway Guide, monthly,	D
Boston, Ballou's Magazine, monthly,	E
Boston, Baptist Missionary Magazine, m'y,	F
Boston, Cheerful Moments, monthly,	17,364
Boston, Christian, monthly,	D
Boston, Contributor, monthly,	D
Boston, Cottage Hearth, monthly,	D
Boston, Farm Poultry, monthly,	30,521
Boston, Financial World, monthly,	5,000
Boston, Folio, monthly,	8,000

MASSACHUSETTS.

Boston, Frank Harrison's Shorthand Magazine, monthly,	E
Boston, Heathen Children's Friend, monthly,	14,000
Boston, Heathen Woman's Friend, monthly,	22,500
Boston, Home, monthly,	A
Boston, Home Market Bulletin, m'thly,	F
Boston, Household, monthly,	86,000
Boston, Household Companion, m'hly,	D
Boston, Junior Golden Rule, monthly,	F
Boston, Knights of Honor Reporter, monthly,	30,780
Boston, Life and Light for Women, monthly,	14,183
Boston, Massachusetts Medical Journal, monthly,	6,117
Boston, Missionary Herald, monthly,	D
Boston, New England Magazine, m'hly,	D
Boston, Our Little Men and Women, monthly,	F
Boston, Our Little Ones and the Nursery, monthly,	C
Boston, Pansy, monthly,	D
Boston, Popular Educator, monthly,	B
Boston, Primary Education, monthly,	15,300
Boston, Reflector, monthly,	9,250
Boston, Social Visitor Magazine, m'y,	D
Boston, Temperance Cause, monthly,	7,542
Boston, Textile Manufacturing World, monthly,	7,500
Boston, Trifet's Galaxy of Music, m'y,	16,142
Boston, Whole Family Monthly,	100,000
Boston, Woman's Home Journal, m'y,	B
Boston, Working Boy, monthly,	C
Boston, Yank, monthly,	C
Boston, A B C Pathfinder and Dial, Express List, quarterly,	F
Boston, A B C Pathfinder and Dial, Postal Guide, quarterly,	F
Boston, A B C Pathfinder and Dial, Shipper's Guide, quarterly,	F
Boston, Blessed Hope, quarterly,	10,000
Boston, Boston Academy, quarterly,	5,000
Boston, Harvard Graduates' Magazine, quarterly,	5,000
Brockton, Enterprise, daily,	7,277
Fall River Globe, daily,	6,400
Greenfield, Gazette and Courier, w'kly,	5,526
Lowell, Sun, daily,	F
Lynn, Evening Item, daily,	F
Lynn, Ingalls' Home and Art Magazine, monthly,	C
Lynn, Modera Priscilla, monthly,	C
Salem, Evening News, daily,	14,210
Springfield, Republican, daily,	F
Springfield, Republican, Sundays,	F
Springfield, Union, daily,	14,881
Springfield, New England Homestead, weekly,	D
Springfield, Farm and Home, semi-monthly,	A
Springfield, Amateur Gardening, m'y,	15,500
Springfield, Domestic Journal, m'y,	5,000
Springfield, Good Housekeeping, m'y,	55,000
Springfield, Kindergarten News, m'y,	F
Springfield, Library Bulletin, monthly,	7,500
Springfield, Paper World, monthly,	7,600
Worcester, Evening Post, daily,	8,874
Worcester, Telegram, daily,	F
Worcester, Sunday Telegram, Sundays,	F
Worcester, Skandinavisk, weekly,	5,771
Worcester, Catholic School and Home Magazine, monthly,	5,000

MICHIGAN.

Battle Creek, Youth's Instructor, w'y,	8,100
Battle Creek, Good Health, monthly,	F
Caro, Home Life, monthly,	30,000
Detroit, Familien Blatter, weekly,	F
Detroit, Evening News, daily,	B
Detroit, Free Press, daily,	31,817
Detroit, Free Press, semi-weekly,	9,796
Detroit, Free Press, Sundays,	42,652
Detroit, Free Press, weekly,	117,500
Detroit, Journal, daily,	36,508
Detroit, Michigan Volksblatt, weekly,	F
Detroit, Tribune, daily,	D
Detroit, Tribune, Sundays,	C
Detroit, Tribune, weekly,	B
Detroit, Commercial Advertiser and Michigan Home Journal, weekly,	C
Detroit, Courier, weekly,	F
Detroit, Critic, Sundays,	9,201
Detroit, Illustrated Critic, weekly,	40,351

MICHIGAN.

Detroit, Illustrated Sun, weekly,	78,984
Detroit, Sunday Sun, Sundays,	21,882
Detroit, Michigan Christian Advocate, weekly,	20,598
Detroit, Michigan Farmer, weekly,	9,000
Detroit, Sunday World, Sundays,	D
Detroit, Pharmaceutical Era, semi-monthly,	12,500
Detroit, Bulletin of Pharmacy, monthly,	F
Detroit, Fraternal Index, monthly,	5,250
Detroit, Michigan A. O. U. W. Herald, monthly,	5,787
Detroit, Once A Month, monthly,	F
Detroit, Socialist, monthly,	F
Detroit, Leonard's Illustrated Medical Journal, quarterly,	10,082
Grand Rapids, Democrat, daily,	10,647
Grand Rapids, Evening Press, daily,	12,270
Grand Rapids, Herald, daily,	5,200
Grand Rapids, Herald, Sundays,	5,200
Grand Rapids, Hearth and Hall, m'ly,	8,417
Lansing, Mid-Continent Magazine, m'y,	F
Port Huron, Bee Hive, monthly,	47,197
Port Huron, Michigan Maccabee, m'ly,	52,333
Port Huron, Threshermen's Review, monthly,	12,000

MINNESOTA.

Minneapolis, Journal, daily,	57,833
Minneapolis, Times, daily,	E
Minneapolis, Sunday Times, Sundays,	D
Minneapolis, Tribune, morning,	E
Minneapolis, Evening Tribune, daily,	D
Minneapolis, Sunday Tribune, Sundays,	F
Minneapolis, Farmers' Tribune, w'ly,	D
Minneapolis, Budstikken, weekly,	F
Minneapolis, Normanna, weekly,	F
Minneapolis, Svenska Amerikaniska Posten, weekly,	25,930
Minneapolis, Svenska Folkets Tidning, weekly,	E
Minneapolis, Farm, Stock and Home, semi-monthly,	38,000
Minneapolis, Housekeeper, semi-m'ly,	A
Minneapolis, Northwestern Agriculturist, semi-monthly,	9,000
Minneapolis, Skoeremannen, semi-monthly,	7,500
Minneapolis, Good Things, monthly,	F
Minneapolis, Northwestern Illustrator, monthly,	F
St. Paul, Dispatch, daily,	E
St. Paul, Globe, daily,	D
St. Paul, Globe, weekly,	E
St. Paul, Globe, Sundays,	C
St. Paul, News, daily,	17,994
St. Paul, Pioneer Press, daily,	D
St. Paul, Pioneer Press, Sundays,	E
St. Paul, Pioneer Press, weekly,	D
St. Paul, Volkszeitung, semi-weekly,	18,630
St. Paul, Der Wanderer, weekly,	11,514
St. Paul, Minnesota Posten, weekly,	F
St. Paul, National Reporter System, weekly,	C
St. Paul, Nordvesten, weekly,	F
St. Paul, Skaffaren, weekly,	10,000
St. Paul, A. O. U. W. Guide, semi-m'ly,	7,300
St. Paul, Northwestern Farmer and Breeder, semi-monthly,	F
St. Paul, Humane World, monthly,	*D
St. Paul, Musical Record, monthly,	5,000
St. Paul, Northwestern Odd-Fellow Review, monthly,	E
St. Paul, Northwest Magazine, monthly,	C
St. Paul, Travelers' Magazine, m'ly,	14,400
Winona, Westlicher Herold, semi-w'y,	8,680
Winona, Westlicher Herold, Sundays,	8,680

MISSOURI.

Chillicothe, Missouri World, weekly,	F
Kansas City, Drivers' Telegram, daily,	*F
Kansas City, Journal, daily,	20,000
Kansas City, Sunday Journal, Sundays,	27,000
Kansas City, Journal and Agriculturist, weekly,	30,000
Kansas City, Star, daily,	56,335
Kansas City, Star, weekly,	103,683
Kansas City, Times, daily,	22,116
Kansas City, Times, Sundays,	35,775
Kansas City, Times, weekly,	39,915
Kansas City, Packer, weekly,	*E
Kansas City, Sunday Sun, Sundays,	C
Kansas City, Missouri and Kansas Farmer, monthly,	9,600
Kansas City, National Dairyman, m'ly,	8,564

MISSOURI.

St. Joseph, News, daily,	7,000
St. Louis, Amerika, daily,	F
St. Louis, Amerika, weekly,	C
St. Louis, Chronicle, daily,	60,000
St. Louis, Die Westliche Post, daily,	F
St. Louis, Die Westliche Post, Sundays,	E
St. Louis, Die Westliche Post, weekly,	F
St. Louis, Evening Star-Sayings, daily,	C
St. Louis, Sunday Star-Sayings, Sundays,	C
St. Louis, Globe-Democrat, daily,	51,010
St. Louis, Globe-Democrat, Sundays,	74,021
St. Louis, Globe-Democrat, weekly,	79,933
St. Louis, Post-Dispatch, daily,	C
St. Louis, Post-Dispatch, Sundays,	C
St. Louis, Republic, daily (including Sunday),	58,539
St. Louis, Republic, weekly,	138,496
St. Louis, Tribune, daily,	F
St. Louis, Tribune, Sundays,	F
St. Louis, American Baptist, weekly,	D
St. Louis, Central Baptist, weekly,	12,156
St. Louis, Central Christian Advocate, weekly,	28,000
St. Louis, Christian Advocate, weekly,	C
St. Louis, Christian-Evangelist, w'ly,	25,000
St. Louis, Church Progress and Catholic World, weekly,	E
St. Louis, Colman's Rural World, w'ly,	C
St. Louis, Critic, weekly,	D
St. Louis, Der Herold des Glaubens, w'y,	32,476
St. Louis, Grocer and General Merchant, weekly,	F
St. Louis, Jewish Voice, weekly,	D
St. Louis, Journal of Agriculture, w'ly,	34,126
St. Louis, Life, weekly,	E
St. Louis, Medical Review, weekly,	10,000
St. Louis, Monitor, weekly,	F
St. Louis, Sporting News, weekly,	F
St. Louis, Sunday Mirror, Sundays,	C
St. Louis, Trade Review and Export Journal, weekly,	D
St. Louis, Medical Fortnightly, semi-monthly,	7,800
St. Louis, Our Young Folks, semi-m'ly,	E
St. Louis, School and Home, semi-m'ly,	5,250
St. Louis, Altruist, monthly,	F
St. Louis, American Journal of Education, monthly,	E
St. Louis, Chaperone, monthly,	C
St. Louis, Field's Farmer and Stockman, monthly,	25,000
St. Louis, Ford's Christian Repository and Home Circle, monthly,	F
St. Louis, Gast-Paul Bankers' Reporter, monthly,	14,000
St. Louis, Home Circle, monthly,	B
St. Louis, Home, Farm and Factory and Live Stock Journal, monthly,	C
St. Louis, Inland Illustrated Christian Endeavor, monthly,	36,000
St. Louis, Kunkel's Musical Review, monthly,	E
St. Louis, Medical Brief, monthly,	31,061
St. Louis, St. Louis Magazine, m'ly,	26,000
St. Louis, Spanish American Trade Journal, monthly,	8,000
St. Louis, Woman's Farm Journal, monthly,	15,166
St. Louis, Word and Works, monthly,	50,220
St. Louis, Bible Student, quarterly,	C
St. Louis, Scholars' Quarterly,	B
St. Louis, Youths' Quarterly,	C

MONTANA.

Anaconda, Standard, daily,	6,130
Helena, Independent, daily,	5,500

NEBRASKA.

Lincoln, Nebraska State Journal, daily,	F
Lincoln, Nebraska State Journal, Sundays,	F
Lincoln, Nebraska State Journal, semi-weekly,	D
Lincoln, Alliance Independent, weekly,	F
Lincoln, Nebraska Farmer, weekly,	E
Lincoln, Western Resources, weekly,	F
Omaha, Bee, daily,	D
Omaha, Bee, weekly,	C
Omaha, World-Herald, daily,	13,418
Omaha, World-Herald, Sundays,	E
Omaha, World-Herald, weekly,	E
Omaha, Den Danske Pioneer, weekly,	F
Omaha, Cultivator, semi-monthly,	D
Omaha, Sovereign Visitor, monthly,	16,000
Seward, Nebraska Workman, monthly,	12,000

NEW HAMPSHIRE.

Concord, Independent Statesman, w'y, F
 Concord, People and Patriot, weekly, F
 Manchester, Mirror and Farmer, w'ly, D
 Manchester, Union, daily, F
 Manchester, Saturday Telegram, w'y, 47,563

NEW JERSEY.

Jersey City, Evening Journal, daily, E
 Jersey City, American Fireside, m'y, A
 Jersey City, American Homestead, monthly, A
 Jersey City, American Household Journal, monthly, A
 Newark, Advertiser, daily, A
 Newark, Evening News, daily, 30,840
 Newark, Times, daily, 14,514
 Newark, Sunday Call, weekly, 20,122
 Trenton, Sunday Advertiser, weekly, 8,999

NEW YORK.

Albany, Argus, Sundays, F
 Albany, Argus, weekly, F
 Albany, Journal, weekly, C
 Albany, Morning Express, daily, F
 Albany, Press and Knickerbocker, daily, F
 Albany, Sunday Press, Sundays, F
 Albany, Times Union, daily, 17,000
 Albany, Cultivator and Country Gentleman, weekly, C
 Albany, Sunday Telegram, weekly, C
 Albany, Normal College Echo, monthly, 5,000
 Alfred Centre, Evangel and Sabbath Outlook, weekly, F
 Brooklyn, Brooklyn Free Presse, daily, F
 Brooklyn, Citizen, daily, D
 Brooklyn, Citizen, Sundays, C
 Brooklyn, Eagle, daily, C
 Brooklyn, Eagle, Sundays, C
 Brooklyn, Standard-Union, daily, F
 Brooklyn, Times, daily, E
 Brooklyn, Record of the C. B. L., m'y, 9,500
 Buffalo, Commercial, daily, F
 Buffalo, Courier, daily, F
 Buffalo, Courier, Sundays, F
 Buffalo, Evening News, daily, 53,506
 Buffalo, Sunday Morning News, Sundays, 23,122
 Buffalo, Express, daily, 10,788
 Buffalo, Illustrated Express, S'ndays, 54,339
 Buffalo, Times, daily, 34,795
 Buffalo, Times, Sundays, 20,215
 Buffalo, Catholic Union and Times, weekly, C
 Buffalo, Christian Advocate, weekly, F
 Buffalo, National Odd Fellow, w'ly, 6,431
 Buffalo, Sunday Truth, weekly, F
 Buffalo, Educator, monthly, 27,750
 Buffalo, Health Helper, monthly, 15,000
 Buffalo, Roller Mill, monthly, 5,000
 Buffalo, American Bookbinder, bi-m'y, 7,000
 Dolgeville, Herald, weekly, 8,000
 Elmira, Budget, Sundays, C
 Elmira, Telegram, weekly, 103,517
 Elmira, Christian Steward, m'thly, 24,570
 Floral Park, Mayflower, monthly, A
 Hartwick Seminary, Drafted Men's Advocate, monthly, 5,400
 New York, America and Mercury, d'ly, E
 New York, Sunday Mercury, Sundays, B
 New York, Courrier Des Etats-Unis, Sundays, E
 New York, Courrier Des Etats-Unis, weekly, D
 New York, Evening Post, daily, 24,463
 New York, Evening Telegram, daily, D
 New York, Herald, daily, A
 New York, Herald, Sundays, A
 New York, Herald, weekly, F
 New York, Jewish Times, daily, 8,350
 New York, Jewish Gazette, weekly, 17,750
 New York, Journal of Commerce and Commercial Bulletin, daily, F
 New York, L'Eco D'Italia, daily, 7,500
 New York, Mail and Express, daily, D
 New York, Morgen Journal, daily, B
 New York, Morgen Journal, Sundays, 60,730
 New York, Morning Advertiser, morning, C
 New York, Commercial Advertiser, evening, E
 New York, Sunday Advertiser, S'ndays, C
 New York, Morning Journal, daily, A

NEW YORK.

New York, Morning Journal, Sundays, B
 New York, News, daily, A
 New York, Sunday News, Sundays, B
 New York, New Yorker Staats-Zeitung, daily, B
 New York, New Yorker Staats-Zeitung, weekly, D
 New York, Sonntagsblatt Der Staats-Zeitung, Sundays, B
 New York, New Yorker Tages-Nachrichten, daily, D
 New York, Sonntags Nachrichten, Sundays, C
 New York, New Yorker Volks Zeitung, daily, E
 New York, Sonntagsblatt, Sundays, E
 New York, New Yorker Zeitung, morning, D
 New York, New Yorker Herold, evening, C
 New York, New Yorker Revue, S'd'ys, C
 New York, Press, daily, 111,812
 New York, Sunday Press, Sundays, 71,377
 New York, Recorder, daily, A
 New York, Recorder, Sundays, A
 New York, Sun, morning, A
 New York, Evening Sun, evening, A
 New York, Sun, weekly, C
 New York, Sun, Sundays, A
 New York, Times, daily, B
 New York, Times, Sundays, B
 New York, Tribune, weekly, C
 New York, Tribune, semi-weekly, B
 New York, Tribune, weekly, 150,700
 New York, Tribune, Sundays, F
 New York, World, daily (including Sunday), A
 New York, World, evening, A
 New York, World, Sundays, A
 New York, World, weekly, A
 New York, Age, weekly, 5,156
 New York, American Banker, weekly, 5,100
 New York, American Bank Reporter, quarterly, 6,300
 New York, American Economist, w'y, 7,500
 New York, American Machinist, w'y, D
 New York, American Woman's Illustrated World, weekly, D
 New York, Amerikanische Schweizer, Zeitung, weekly, 45,000
 New York, Argosy, weekly, A
 New York, Belletristisches Journal, weekly, D
 New York, Boys of New York, weekly, C
 New York, Catholic News, weekly, A
 New York, Christian Advocate, w'y, 48,500
 New York, Christian Alliance and Missionary Weekly, 12,500
 New York, Christian at Work, w'ly, 17,500
 New York, Christian Herald and Signs of Our Times, weekly, A
 New York, Christian Inquirer, weekly, F
 New York, Christian Intelligencer, weekly, D
 New York, Churchman, weekly, F
 New York, Clipper, weekly, E
 New York, Court Journal and Official District Court Record, weekly, F
 New York, Die Arbeiter Zeitung, w'y, 8,000
 New York, Dispatch, Sundays, E
 New York, Dramatic Mirror, weekly, D
 New York, Dramatic Times, weekly, 21,500
 New York, Dry Goods Economist, w'y, 5,000
 New York, Electrical World, weekly, F
 New York, Engineering and Mining Journal, weekly, 7,500
 New York, Evangelist, weekly, F
 New York, Examiner, weekly, A
 New York, Family Story Paper, w'y, D
 New York, Financier, weekly, 12,000
 New York, Fireside Companion, w'y, A
 New York, Forest and Stream, weekly, F
 New York, Frank Leslie's Illustrated Weekly, B
 New York, Freeman's Journal and Catholic Register, weekly, E
 New York, Golden Hours, weekly, C
 New York, Good News, weekly, C
 New York, Harper's Bazar, weekly, A
 New York, Harper's Weekly, A
 New York, Harper's Young People, weekly, C
 New York, Hebrew Standard, weekly, D
 New York, Illustrated American, w'y, D

NEW YORK.

New York Illustrated News, weekly,
 New York Independent, weekly,
 New York Irish-American Club and So-
 ciety Journal, weekly,
 New York Irish World and American
 Industrial Liberator, weekly,
 New York Iron Age, weekly,
 New York Jewelers' Review, w'kly,
 New York Jewelers Weekly,
 New York Judge, weekly,
 New York Katholisches Volksblatt,
 weekly,
 New York Ledger, weekly,
 New York Life, weekly,
 New York Literary Digest, weekly,
 New York Medical Journal, weekly,
 New York Medical Record, weekly,
 New York Metal Worker, weekly,
 New York Musical Courier, weekly,
 New York Nation, weekly,
 New York National Police Gazette,
 weekly,
 New York New Yorkin Lehti, w'ly,
 New York Observer, weekly,
 New York Once a Week, weekly,
 New York Outlook, weekly,
 New York Printers' Ink, weekly,
 New York Puck, weekly,
 New York Puck (German), weekly,
 New York Railroad Gazette, w'kly,
 New York Rider and Driver, weekly,
 New York Rural New Yorker, w'kly,
 New York School Journal, weekly,
 New York Scientific American, w'y,
 New York Scientific American Archi-
 tects' and Builders' Edition, m'y,
 New York Scottish American, w'kly,
 New York Spirit of the Times, weekly,
 New York Standard and Music and
 Drama, weekly,
 New York Street & Smith's New York
 Weekly,
 New York Sunday Democrat, Sundays,
 New York Telegraph, weekly,
 New York Texas Siftings, weekly,
 New York Town Topics, weekly,
 New York Truth, weekly,
 New York Turf, Field and Farm, w'ly,
 New York Union Printer, weekly,
 New York Vogue, weekly,
 New York Voice, weekly,
 New York Witness, weekly,
 New York Advocate and Family Guar-
 dian, semi monthly,
 New York American Analyst, semi-
 monthly,
 New York American Gardening, semi-
 monthly,
 New York American Medico-Surgical
 Bulletin, semi monthly,
 New York Newdealer's, Publisher's
 and Stationer's Bulletin, semi-
 monthly,
 New York Telegraph Age, semi-m'y,
 New York Agents' Guide, monthly,
 New York American Agriculturist,
 monthly,
 New York American Lawyer, m'y,
 New York American Woman's Jour-
 nal and the Business Woman's
 Journal, monthly,
 New York Art Amateur, monthly,
 New York Art in Advertising, m'y,
 New York Art Interchange, m'thly,
 New York Babyhood, monthly,
 New York Baptist Home Mission
 Monthly,
 New York Builder and Woodworker,
 monthly,
 New York Business, monthly,
 New York Capitalist, monthly,
 New York Carpentry and Building,
 monthly,
 New York Cassell's Family Magazine,
 monthly,
 New York Cassell's Magazine, m'thly,
 New York Century Magazine, m'thly,
 New York Church Union, monthly,
 New York Confectioners' Gazette,
 monthly,
 New York Cosmopolitan, monthly,
 New York Current Literature, m'thly,
 New York Delineator, monthly,
 New York Demorest's Family Maga-
 zine, monthly,

NEW YORK.

F New York Der Auswanderer (The Em-
 igrant) und Deutsche in Amerika,
 monthly, 41,000
 F New York Developer, monthly, 5,000
 D New York Dr. Foote's Health Monthly, 15,000
 B New York Domestic Monthly, C
 F New York Drake's Magazine, monthly, D
 7,500 New York Druggists' Circular and
 Chemical Gazette, monthly, F
 F New York El Comercio, monthly, 5,000
 B New York Engineering Magazine, m'y, E
 C New York Fancy Goods Graphic, m'y, F
 B New York Fashion and Fancy, m'thly, C
 B New York Forum, monthly, D
 F New York Frank Leslie's Budget, m'y, C
 F New York Frank Leslie's Pleasant
 Hours, monthly, C
 F New York Frank Leslie's Popular
 Monthly, 97,000
 10,234 New York French Dressmaker, m'y, 8,000
 F New York Gaceta Medico Farmaceu-
 tica, monthly, 5,000
 A New York Gameland, monthly, 20,000
 C New York Godey's Magazine, m'thly, D
 B New York Goldthwaite's Geographi-
 cal Magazine, monthly, C
 21,428 New York Good Roads, monthly, C
 A New York Hall's Journal of Health,
 monthly, F
 5,000 New York Harper's New Monthly
 Magazine, A
 C New York Hearstone, monthly, 501,000
 E New York Home and Country, m'thly, C
 45,000 New York Home and Fireside, m'thly, B
 C New York Home Circle, monthly, E
 16,000 New York Homiletic Review, m'thly, E
 F New York Hours at Home, monthly, D
 E New York House Furnishing Review,
 monthly, 5,000
 E New York Housewife, monthly, A
 New York Illustrated Companion,
 monthly, C
 A New York Illustrated Home Guest,
 monthly, 204,166
 C New York International Journal of
 Surgery, monthly, B
 C New York Journal of Balneology, m'y, 15,000
 E New York Journal of the Telegraph,
 monthly, E
 F New York Judge's Library, monthly, A
 B New York Ladies' Standard Magazine,
 monthly, F
 New York Ladies' World, monthly, 349,142
 9,300 New York La Mode, monthly, 10,000
 New York La Mode de Paris, monthly, 18,000
 D New York L'Art de la Mode, monthly, C
 New York Le Bon Ton and le Monteur
 de la Mode, monthly, C
 D New York Lieber's Manual, monthly, 7,500
 21,000 New York Locomotive Engineering,
 monthly, 20,332
 9,500 New York Magazine of Art, monthly, E
 8,000 New York Manufacturer and Builder,
 monthly, F
 B New York Menorah, monthly, 9,500
 B New York Merck's Market Report and
 Pharmaceutical Journal, monthly, 8,934
 10,250 New York Metronome, monthly, F
 New York Metropolitan and Rural
 Home, monthly, 500,000
 F New York Missionary Review of the
 World, monthly, F
 22,458 New York Modern Stories, monthly, *B
 10,830 New York Modes and Fabrics, m'thly, A
 C New York Munsey's Magazine, m'thly, D
 F New York Musical Echo, monthly, 16,500
 F New York Nineteenth Century, m'y, F
 New York North American Review,
 monthly, C
 6,708 New York Optician, monthly, *C
 7,500 New York Our Animal Friends, m'y, 20,000
 6,000 New York Our Country Home, m'thly, B
 *D New York Our Homestead, monthly, C
 D New York Outing, monthly, B
 New York Paris Album of Fashions,
 monthly, 13,000
 7,501 New York People's Home Journal,
 monthly, 308,333
 20,000 New York Phonographic World, m'y, D
 10,000 New York Popular Educator, m'thly, 63,150
 101,000 New York Popular Science Monthly, F
 B New York Power, monthly, 21,524
 A New York Preacher's Magazine, m'y, 5,000
 New York Puck's Library, monthly, C
 75,000 New York Queen of Fashion, m'thly, 93,858

NEW YORK.

New York, Quiver, monthly, C
New York, Rainbow, monthly, F
New York, Review of Reviews, m ly, 85,000
New York, Revista Popular, monthly, 6,000
New York, Romance, monthly, 10,000
New York, Reviewer, Times and Sheet, 8,200
Iron Worker, monthly, 11,000
New York, Safety Valve, monthly, 20,267
New York, St. Andrew's Cross, m'ly, B
New York, St. Nicholas, monthly, A
New York, Scribner's Magazine, m'ly, C
New York, Season, monthly, C
New York, Short Stories, monthly, F
New York, Silver Cross, monthly, C
New York, Sunday School Journal for Teachers, monthly, D
New York, Sunny Hour, monthly, 10,500
New York, Tailor, monthly, B
New York, Teachers' Institute and Practical Teacher, monthly, 96,330
New York, Teachers' World, monthly, 40,000
New York, Toilettes, monthly, F
New York, Travelers' Official Guide, monthly, 7,250
New York, Travelers' Ready Reference Guide, monthly, 12,500
New York, University Magazine, m'ly, E
New York, Welcome Friend, m'ly, 20,462
New York, Woman's Work for Woman, monthly, C
New York, Woodward's Musical Monthly, 10,000
New York, Altruist Interchange, q'ly, C
New York, Church Sunday School Lessons, quarterly, C
New York, Judge's Quarterly, C
New York, Quarterly Illustrated, E
New York, Shoppell's Modern Houses, quarterly, 18,500
New York, Therapeutic Review, q'ly, 25,000
Palmyra, Worker and Shareholder, monthly, 7,750
Port Jervis, Orange Co. Farmer, w'ly, E
Poughkeepsie, Sunday Courier, S'days, 7,300
Rochester, Democrat and Chronicle, daily, 20,093
Rochester, Democrat and Chronicle, weekly, 11,532
Rochester, Evening Times, daily, F
Rochester, Herald, daily, F
Rochester, Post-Express, daily, 13,910
Rochester, Union and Advertiser, d'y, F
Rochester, Sunday Morning Herald, Sundays, F
Rochester, Educational Gazette, m'ly, E
Rochester, Farm Life, monthly, F
Rochester, Fireside Reveries, monthly, *F
Rochester, Green's Fruit Grower, m'y, C
Rochester, Vick's Illustrated Magazine, monthly, A
Syracuse, Evening Herald, daily, 11,046
Syracuse, Sunday Herald, 7,962
Syracuse, Sunday Times, Sundays, F
Troy, Press, daily, F
Troy, Press, weekly, *E
Troy, Times, daily, E
Troy, Times, weekly, D
Troy, Northern Budget, Sundays, 7,854
Utica, Press, daily, 155,713
Utica, Saturday Globe, weekly, 155,713

NORTH CAROLINA.

Littleton, Youth, monthly, 17,879
Raleigh, Biblical Recorder, weekly, 5,822
Raleigh, Progressive Farmer, weekly, E

NORTH DAKOTA.

Grand Forks, Normanden, weekly, 5,925

OHIO.

Cincinnati, Commercial Gazette, d'ly, C
Cincinnati, Gazette, weekly, B
Cincinnati, Enquirer, daily, B
Cincinnati, Enquirer, weekly, A
Cincinnati, Post, daily, 105,131
Cincinnati, Westliche Abend Press, evening, F
Cincinnati, Sonntagsblatt, Sundays, C
Cincinnati, Times-Star, daily, F
Cincinnati, Times, weekly, C
Cincinnati, Tribune, daily, D
Cincinnati, Volksblatt, daily, D
Cincinnati, Volksblatt, weekly, F

OHIO.

Cincinnati, Westliche Blaetter, S'days, D
Cincinnati, Volksfreund, weekly, F
Cincinnati, Der Sonntag Morgen, Sundays, F
Cincinnati, American Grange Bulletin, and Scientific Farmer, weekly, 40,000
Cincinnati, American Israelite, w'ly, 23,760
Cincinnati, Christian Standard, w'ly, C
Cincinnati, Der Christliche Apologete, weekly, 20,000
Cincinnati, Die Deborah, weekly, 8,584
Cincinnati, Herald and Presbyter, w'y, D
Cincinnati, Journal and Messenger, weekly, 9,000
Cincinnati, Light of Truth, weekly, E
Cincinnati, Lutheran World, weekly, 5,199
Cincinnati, Wahrheitsfreund, weekly, F
Cincinnati, Western Christian Advocate, weekly, 30,000
Cincinnati, Co-operative News, semi-monthly, F
Cincinnati, Phonographic Magazine, semi-monthly, 5,335
Cincinnati, American Rural Criticon, monthly, E
Cincinnati, Haus und Herd, monthly, 9,000
Cincinnati, Missionary Intelligencer, monthly, 5,000
Cincinnati, Musical Messenger, m'ly, 5,000
Cincinnati, Sunday School Journal for Teachers, monthly, A
Cincinnati, Berean Senior Lesson, q'y, 110,000
Cincinnati, Standard Bible Lessons, quarterly, A
Cleveland, Leader and Morning Herald, morning and evening, 42,755
Cleveland, Leader, weekly, F
Cleveland, Leader, Sundays, 30,575
Cleveland, Plain Dealer, daily, C
Cleveland, Plain Dealer, Sundays, C
Cleveland, Plain Dealer, weekly, C
Cleveland, Press, daily, 64,900
Cleveland, Wächter, daily, F
Cleveland, Wächter, Sundays, F
Cleveland, World, daily, 44,408
Cleveland, World, Sundays, 32,263
Cleveland, American Sportsman, w'ly, 5,500
Cleveland, Catholic Universe, weekly, 14,000
Cleveland, Der Christliche Botschafter, weekly, D
Cleveland, Evangelical Messenger, weekly, F
Cleveland, Ohio Merchant and Price Current, weekly, 5,000
Cleveland, Ohio Practical Farmer, w'y, B
Cleveland, Stuart's Agriculturist and Stock Breeder, weekly, F
Cleveland, Sun and Voice, Sundays, F
Cleveland, Tribune, weekly, 15,000
Cleveland, Union Gospel News, w'ly, 153,465
Cleveland, Scientific Machinist, semi-monthly, F
Cleveland, Brotherhood of Locomotive Engineers' Journal, monthly, C
Cleveland, Evangelische Magazine, 18,300
Cleveland, Household Realm, monthly, E
Cleveland, Station Agent, monthly, F
Columbus, Evening Dispatch, daily, F
Columbus, Press, daily, F
Columbus, Press, weekly, C
Columbus, Ohio State Journal, daily, F
Columbus, Ohio State Journal, S'days, E
Columbus, Ohio State Journal, w'ly, E
Columbus, Catholic Columbian, w'ly, 11,300
Columbus, Ohio Waisenfreund, w'ly, C
Columbus, Advertisers' Gazette, m'ly, 5,000
Columbus, City and Country, monthly, C
Columbus, Rural Call, monthly, F
Dayton, Evening News, evening, F
Dayton, Farmer's Home, weekly, F
Dayton, Religious Telescope, weekly, F
Dayton, Young Catholic Messenger, semi-monthly, E
Dayton, Our Bible Lesson Quarterly, A
Dayton, Scholars' Quarterly, C
Delaware, Woman's Home Missions, monthly, 16,000
Medina, Gleanings in Bee Culture, semi-monthly, 10,545
Springfield, Beacon, weekly, 32,242
Springfield, New Era and Delaware Signal, weekly, 8,600
Springfield, Farm and Fireside, semi-monthly, 250,391

OHIO.

Springfield, Ladies' Home Companion, semi-monthly,	141,996
Springfield, American Farmer and Farm News, monthly,	154,500
Springfield, Womankind, monthly,	32,333
Toledo, Bee, daily,	F
Toledo, Bee, weekly,	F
Toledo, Blade, daily,	15,171
Toledo, Blade, weekly,	135,097
Toledo, Evening News, daily,	8,586
Toledo, Ameryka, weekly,	8,040
Youngstown, Evening Vindicator, d'ly,	7,400

OKLAHOMA.

Guthrie, Oklahoma State Capital, daily,	6,496
Guthrie, Oklahoma State Capital, w'ly,	10,639

OREGON.

Portland, Evening Telegram, daily,	F
Portland, Morning Oregonian, daily,	16,814
Portland, Sunday Oregonian, Sundays,	23,211
Portland, Oregonian, weekly,	13,143
Portland, Lewis & Dryden's Railway and Marine Gazette, monthly,	6,000

PENNSYLVANIA.

Allegheny, Alleghenier and Pittsburger Sonntagsbote, weekly,	11,900
Allentown, Welt-Bote, weekly,	F
Chester, Times, daily,	6,073
Easton, American Hearststone, m'ly,	F
Greenville, Young Lutheran, m'thy,	26,000
Harrisburg, Evangelical, weekly,	6,300
Harrisburg, Telegram, weekly,	A
Lancaster, Lutheran Observer, weekly,	17,060
Meadville, Chautauquan, monthly,	B
Meadville, Keystone Workman, m'ly,	F
Oil City, Derrick, semi-weekly,	*F
Philadelphia, Abend Gazette (morning and evening),	24,750
Philadelphia, Call, daily,	B
Philadelphia, Call, weekly,	E
Philadelphia, Demokrat, daily,	28,500
Philadelphia, Die Neue Welt, Sundays,	30,500
Philadelphia, Evening Bulletin, daily,	F
Philadelphia, Evening Herald, daily,	F
Philadelphia, Evening Item, daily,	187,446
Philadelphia, Sunday Item, Sundays,	213,246
Philadelphia, Item, weekly,	64,885
Philadelphia, Evening Star, daily,	F
Philadelphia, Evening Telegraph, daily,	E
Philadelphia, Inquirer, daily,	B
Philadelphia, News, daily,	E
Philadelphia, News, weekly,	F
Philadelphia, North American, daily,	C
Philadelphia, Press, daily,	C
Philadelphia, Press, Sundays,	B
Philadelphia, Press, weekly,	D
Philadelphia, Public Ledger, daily,	A
Philadelphia, Record, daily,	A
Philadelphia, Times, daily,	B
Philadelphia, Times, Sundays,	B
Philadelphia, Times, weekly,	D
Philadelphia, British-American, w'ly,	F
Philadelphia, Christian Recorder, w'ly,	5,300
Philadelphia, Christian Standard, w'ly,	F
Philadelphia, Church Standard, w'ly,	F
Philadelphia, Golden Days, weekly,	A
Philadelphia, Grocery World and Fruit Trade Bulletin, weekly,	7,140
Philadelphia, Guardian Angel, weekly,	C
Philadelphia, Jewish Exponent, w'ly,	8,000
Philadelphia, Journal of the Knights of Labor, weekly,	C
Philadelphia, National Baptist, w'ly,	8,290
Philadelphia, Practical Farmer, w'ly,	C
Philadelphia, Presbyterian, weekly,	12,000
Philadelphia, Presbyterian Journal, weekly,	6,500
Philadelphia, Reformed Church Messenger, weekly,	7,250
Philadelphia, Saturday Evening Post, weekly,	D
Philadelphia, Saturday Night, weekly,	A
Philadelphia, Sporting Life, weekly,	D
Philadelphia, Sunday School Times, weekly,	157,749
Philadelphia, Taggart's Times, S'n'd's,	D
Philadelphia, Agents' Herald, m'thy,	110,233
Philadelphia, Annals of Hygiene, m'ly,	*F
Philadelphia, Arthur's Home Magazine, monthly,	D
Philadelphia, Association Notes, m'ly,	5,500

PENNSYLVANIA.

Philadelphia, Augsburg Sunday School Teacher, monthly,	11,500
Philadelphia, Baptist Superintendent, monthly,	7,112
Philadelphia, Baptist Teacher, m'thy,	60,166
Philadelphia, Book News, monthly,	F
Philadelphia, Carpenter, monthly,	D
Philadelphia, Church At Home and Abroad, monthly,	E
Philadelphia, Etude, monthly,	18,000
Philadelphia, Farm Journal, monthly,	259,141
Philadelphia, Food, Home and Garden, monthly,	5,000
Philadelphia, Home Queen, monthly,	C
Philadelphia, Items of Interest, m'ly,	8,992
Philadelphia, Knights of the Golden Eagle, monthly,	9,541
Philadelphia, Ladies' Home Journal, monthly,	690,403
Philadelphia, Leisure Hours, monthly,	40,000
Philadelphia, Lippincott's Magazine, monthly,	B
Philadelphia, Medical Bulletin, m'thy,	6,083
Philadelphia, Medical Summary, m'ly,	10,000
Philadelphia, Medical World, monthly,	25,000
Philadelphia, New Peterson's Magazine, monthly,	B
Philadelphia, Our Young People, m'ly,	46,432
Philadelphia, Peoples' Magazine, m'ly,	17,541
Philadelphia, Polyclinic, monthly,	5,000
Philadelphia, Scattered Seeds, m'ly,	5,150
Philadelphia, Scennial Lever, m'ly,	12,000
Philadelphia, Table Talk, monthly,	F
Philadelphia, United States Official Postal Guide, monthly,	A
Philadelphia, Universal Medical Journal, monthly,	11,161
Philadelphia, Varnish, monthly,	5,000
Philadelphia, Worker, monthly,	30,135
Philadelphia, Advanced Quarterly,	489,843
Philadelphia, Senior Quarterly,	121,250
Philadelphia, Scholars' Quarterly,	C
Pittsburgh, Chronicle Telegraph, daily,	C
Pittsburgh, Chronicle Telegraph, w'ly,	D
Pittsburgh, Commercial Gazette, daily,	D
Pittsburgh, Commercial Gazette, w'ly,	C
Pittsburgh, Dispatch, daily,	C
Pittsburgh, Dispatch, Sundays,	B
Pittsburgh, Freiheits Freund, daily,	F
Pittsburgh, Leader, daily,	29,347
Pittsburgh, Leader, Sundays,	35,351
Pittsburgh, Pittsburger Beobachter, daily,	7,000
Pittsburgh, Pittsburger Beobachter, weekly,	6,000
Pittsburgh, Pittsburger Volksblatt, daily,	F
Pittsburgh, Post, daily,	D
Pittsburgh, Post, weekly,	E
Pittsburgh, Press, daily,	40,142
Pittsburgh, Press, Sundays,	34,224
Pittsburgh, Times, daily,	48,773
Pittsburgh, Christian Advocate, w'ly,	E
Pittsburgh, National Labor Tribune, weekly,	F
Pittsburgh, National Stockman and Farmer, weekly,	B
Pittsburgh, Presbyterian Banner, w'ly,	F
Pittsburgh, United Presbyterian, w'ly,	F
Pittsburgh, Bible Teacher, monthly,	6,500
Reading, Eagle, daily,	F
Reading, Reformed Church Record, weekly,	5,800
Scranton, Tribune, daily,	10,000
Scranton, Truth, daily,	F
Scranton, Colliery Engineer, m'thy,	5,683
West Chester, Local News, daily,	F
West Grove, Success With Flowers, monthly,	B
Wilkes Barre, Record, daily,	7,076
Williamsport, Sun, daily,	5,249
Williamsport, Breakfast Table, w'ly,	F
Williamsport, Pennsylvania Grit, Sundays,	60,790
York, Lutheran Missionary Journal, monthly,	F
York, Sunday School Quarterly,	18,000

RHODE ISLAND.

Pawtucket, Evening Times, daily,	F
Providence, Evening Bulletin, daily,	26,200
Providence, Evening Telegram, daily,	D
Providence, Sunday Telegram, S'n'days,	D
Providence, Journal, daily,	F

RHODE ISLAND.

Providence, Sunday Journal, Sundays, F
Providence, Rhode Island Democrat, weekly, 7,500
Providence, Home Guard, monthly, B

SOUTH CAROLINA.

Charleston, Seaside Times, m'thly, 5,000
Columbia, Register, weekly, 6,694

SOUTH DAKOTA.

Aberdeen, Dakota Farmer, semi-m'thly, 15,833

TENNESSEE.

Chattanooga, Times, semi-weekly, F
Chattanooga, Sunday Times, Sundays, F
Memphis, Appeal-Avalanche, weekly, F
Memphis, Commercial, daily, F
Memphis, Commercial, weekly, E
Nashville, American, weekly, C
Nashville, Banner, daily, 11,833
Nashville, Christian Advocate, weekly, C
Nashville, Cumberland Presbyterian, weekly, F
Nashville, Gospel Advocate, weekly, F
Nashville, Confederate Veterans, m'thly, *F
Nashville, Methodist Review of Missions, monthly, 7,500
Nashville, Sunday School Magazine, monthly, C

TEXAS.

Austin, Firm Foundation, weekly, 8,722
Dallas, News, daily, F
Dallas, News, weekly, F
Dallas, Southern Mercury, weekly, D
Dallas, Texas Baptist and Herald, w'ly, 15,000
Dallas, Texas Christian Advocate, w'y, C
Dallas, Texas Farm and Ranch, weekly, C
Dallas, Texas Farmer, weekly, C
Fort Worth, Gazette, daily, 8,324
Fort Worth, Gazette, weekly, *D
Galveston, News, daily, F
Galveston, News, weekly, E
Houston, Post, daily, 8,983
Houston, Post, semi-weekly, 11,975
Houston, Texas World, Sunday, 8,091
San Antonio, Express, semi-weekly, 12,000
Waco, Texas Baptist Standard, w'ly, C

UTAH.

Salt Lake City, Salt Lake Tribune, daily, 8,285
Salt Lake City, Juvenile Instructor, semi-monthly, F
Salt Lake City, Contributor, monthly, 5,000

VIRGINIA.

Richmond, Dispatch, daily, F
Richmond, Dispatch, weekly, F
Richmond, Times, daily, 7,719
Richmond, Bible Reader, weekly, D
Richmond, Christian Advocate, w'ly, F
Richmond, Farm Journal, monthly, 6,400
Richmond, Foreign Mission Journal, monthly, F
Richmond, American Farm and Horticulturist, quarterly, *C

WASHINGTON.

Seattle, Post-Intelligencer, daily, F
Seattle, Post-Intelligencer, weekly, E
Seattle, Press-Times, daily, 8,444
Seattle, Press-Times, weekly, 8,243
Seattle, Telegraph, daily, 8,081
Seattle, Telegraph, weekly, 8,096
Seattle, Freeman's National Farmer and Turfman, weekly, E

WEST VIRGINIA.

Wheeling, Evening News, daily, 5,000
Wheeling, Sunday Register, Sundays, F

WISCONSIN.

Appleton, Volkfreund, weekly, 5,250
Port Atkinson, Hoard's Dairyman, w'y, 5,030
Linden, Adviser, monthly, E
Milwaukee, Abend Post, daily, 6,792
Milwaukee, Nordwestliche Post, w'ly, F
Milwaukee, Evening Wisconsin, daily, D
Milwaukee, Wisconsin, weekly, C
Milwaukee, Germania, semi-weekly, B
Milwaukee, Herald, semi-weekly, D
Milwaukee, Herald, Sundays, F
Milwaukee, Journal, daily, 15,000

Milwaukee, Journal, weekly, 18,000

Milwaukee, News, daily, F
Milwaukee, Sentinel, daily, D
Milwaukee, Sunday Sentinel, Sundays, D
Milwaukee, Sentinel and Wisconsin Farm Journal, weekly, C
Milwaukee, Deutsche Warte, semi-w'y, D
Milwaukee, Erholungsstunden, w'ly, D
Milwaukee, Acker und Gartenbau Zeitung, weekly, D
Milwaukee, Catholic Citizen, weekly, 9,300
Milwaukee, Der Haus und Bauernfreund, weekly, A
Milwaukee, Excelsior, weekly, 5,903
Milwaukee, Peck's Sun, weekly, F
Milwaukee, Telegraph, weekly, F
Milwaukee, Yopowine's Illustrated News, weekly, F
Milwaukee, Der Landwirth, semi-m'thly, F
Milwaukee, Advocate, monthly, 7,500
Milwaukee, American School Board Journal, monthly, 43,000
Milwaukee, Western Teacher, m'thly, 5,000
Racine, Wisconsin Agriculturist, semi-monthly, C

MANITOBA, CAN.

Winnipeg, Manitoba Free Press, daily, 5,541
Winnipeg, Manitoba Free Press, semi-weekly, F

NEW BRUNSWICK, CAN.

St. Johns, Sun, weekly, 6,837

NOVA SCOTIA, CAN.

Halifax, Critic, weekly, 6,160

ONTARIO, CAN.

Brantford, Ancient Forester, monthly, 12,938
Hamilton, Spectator, weekly, F
Hamilton, Templar, weekly, F
Hamilton, International Royal Templar, monthly, *C
Kingston, British Whig, weekly, 6,675
London, Advertiser, daily, F
London, Western Advertiser, weekly, D
London, Free Press, daily, F
London, Free Press, weekly, E
London, Catholic Record, weekly, 6,000
London, Echo, weekly, F
London, Farmers' Advocate and Home Magazine, monthly, 20,000
St. Thomas, Ensign, monthly, 7,500
Toronto, Empire, daily, E
Toronto, Empire, weekly, E
Toronto, Evening News, daily, E
Toronto, Evening Telegram, daily, E
Toronto, Globe, daily, D
Toronto, Globe and Canada Farmer, weekly, D
Toronto, Mail, daily, D
Toronto, Mail, weekly, D
Toronto, World, daily, 12,732
Toronto, Sunday World, F
Toronto, Canada Presbyterian, w'ly, F
Toronto, Canadian Baptist, weekly, 20,000
Toronto, Christian Guardian, weekly, 13,750
Toronto, Farm and Fireside, weekly, D
Toronto, Saturday Night, weekly, F
Toronto, Sentinel and Orange and Protestant Advocate, weekly, F
Toronto, Truth, weekly, F
Toronto, International Good Templar, m'y, F
Toronto, Ladies' Journal, monthly, C
Toronto, Massey's Illustrated, m'thly, 12,500
Toronto, Missionary Outlook, m'thly, 10,000
Toronto, Rural Canadian, monthly, F
Toronto, Sunday School Banner, m'thly, 16,388
Welland, Home Circle Leader, m'thly, 9,000

QUEBEC, CAN.

Montreal, La Patrie, daily, 8,000
Montreal, La Patrie, weekly, 11,500
Montreal, La Presse, daily, 29,500
Montreal, La Presse, weekly, 13,300
Montreal, Le Monde, daily, E
Montreal, Le Foyer Canadien, weekly, E
Montreal, Star, daily, 36,581
Montreal, Family Herald and Star, w'y, 86,326
Montreal, Witness, daily, C
Montreal, Witness, weekly, C
Montreal, Le Cultivateur, weekly, F
Montreal, Sunday Morning News, 8,000
Montreal, Northern Messenger, bi-w'ly, C

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THE AMERICAN ADVERTISING CONCERN,

LOCAL AGENTS WANTED.

JAMESTOWN, N. Y.

TO WHOM

IT MAY CONCERN.

CAN

WRITE ADS
moderately well,
ARRANGE DISPLAY
with effect,
SELECT MEDIUMS
with discretion,
ANALYZE VALUES
with success,
BUY ADVERTISING
with economy,
SAVE MY CHARGES
in discounts.

SERVE U

WITH SATISFACTION.

CHARLES K. HAMMITT,

ANYTHING IN
ADVERTISING,
231 BROADWAY,
NEW YORK.



"While there's Life
there's Hope."

28 West 23d Street, N. Y.

T. F. SYKES,

Mgr. Advertising Department.

A PIANO AT A NOMINAL PRICE.

Schools and Newspaper Men, Attention!

Chicago's largest music house, Lyon & Healy, will soon move to a magnificent new building. They have a number of slightly used and second-hand pianos returned from World's Fair, renting, &c., &c., which they have determined to sacrifice rather than move. They have divided them into four great classes. Class "A" Square pianos, your choice for \$70. Class "B" Square pianos, your choice for \$100. Class "C" Upright pianos, your choice for \$150. Class "D" Upright pianos, your choice for \$190. Nearly all originally sold for from two to four times their present price. Almost all prominent makes are represented, including among numerous others: Chickering, Knabe, Steinway, Weber, Decker, Steck, Fischer, &c. This is an opportunity that will not occur again, as Lyon & Healy have not moved for twenty years. Immediate attention is therefore necessary. The best plan would be to order a piano, leaving the selection to Lyon & Healy. However, they will send a list and full particulars upon application. Any piano not proving satisfactory may be returned at their expense. Address at their old salesrooms, corner of State and Monroe streets, Chicago. Distance is no obstacle in taking advantage of this remarkable chance to obtain a piano, for in proportion to the saving to be made the freight charges are insignificant. Any banker or the publisher of this paper will assure you of Lyon & Healy's entire responsibility and record of over a third of a century for honorable dealing.

There is hardly an article that cannot be profitably advertised in **LIFE**, where a general sale throughout the country is desired. The rates are reasonable in proportion.

FAST PRESS AT A BARGAIN.

6-Col. Quarto Double-Feed Babcock "DISPATCH" Press

(Speed 2800 per hour), used slightly more than one year,

TAKEN IN PART PAYMENT FOR ONE OF OUR

"NEW MODEL" Web Perfecting Presses

(Speed 9 to 12,000 4 or 8-Paged Papers per hour.)

DISPATCH IN GOOD ORDER. SOLD CHEAP IF TAKEN AS IT STANDS AT ONCE.

CAMPBELL PRINTING PRESS & MFG. CO.,

334 DEARBORN STREET, CHICAGO.

160 WILLIAM STREET, NEW YORK.

KEY TO SUCCESS *SUMMER BOARDERS.*



Where to Look For It.

A lady came to me several years ago and begged as a special favor that I take her son, a boy of some eighteen summers, in my office and teach him business ideas and business methods. She stated frankly that he had tried several professions, but somehow or other he had failed in everything he had undertaken. I gave him employment in my Philadelphia office and found him wanting both in ambition and application, and at the end of ten days sent him home again. His father called to learn the cause of his being dismissed, and I told him frankly that he was spoiling a good mechanic by endeavoring to make something else out of his son. I afterwards learned that the boy wanted to be an engineer, but his parents were well-to-do and wanted him to aspire to something a little more genteel. Finally he did go on the railroad, and to-day is a successful engineer in the employ of the Pennsylvania R. R. Co. He had found the key to success, because he had at last looked for it in the right place. He would have found it earlier in life had he been permitted to search for it in that direction from the first.

The industrial and financial road through life is lined with failures and wrecks to-day, because some people have at some time or other caught a glimpse of the key to success, but allowed it to slip from their grasp, through an imprudent step. They may have lived beyond their means, or perhaps borrowed money in order to expand or increase the volume of their business, and most likely they looked for success in a wrong direction and failure resulted, while others in the same line of trade met adversity with smiling faces and rode triumphantly through the storm. The one is prudent, the other rash and with no thought for the future. The one prepares for war in times of peace. The other anticipates only continued peace, and is ill-prepared for war when it comes. The one has found the key to success by employing good business methods, observing good business rules and practicing economy, and in fact is the right man in the right place. The other is, to use a terse expression, a misfit. He may be the right man, but he is in the wrong place. He should have been a doctor, a lawyer, a farmer, or a mechanic, perhaps. He did not find the key to success because, first, he looked in the wrong direction; secondly, he employed the wrong measures to find it.

Delaware is not a large State, but Wilmington, Del., is quite a large city—over 65,000 inhabitants—and the key to successful advertising in Delaware is to use **THE MORNING NEWS**, the only morning daily in the State.

In Philadelphia, Pa., use **THE CALL**. It goes into more homes than any other Philadelphia afternoon paper. Address all communications to **EDGAR M. HOOPES**, Mgr. **MORNING NEWS**, Wilmington, Del., or Mgr. Foreign Advtg., **THE CALL**.

THE

National Tribune

OF WASHINGTON, D. C.,

reaches the most prosperous people in every town in the North and West.

Summer Hotel Proprietors would do well to use its columns to reach a paying class of patrons. Address

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

DON'T BE FOOLED!



You want some **RIPANS TABULES**.
Your druggist's supply is exhausted.
He has something "just as good."

Why does he say this?
He thinks you a simpleton.

He has a right to his opinion,
But to express it
So plainly
Is brash.

His opinion may be right,
But his statement
Is not true.

Tell him so!
Get what you ask for,
— or nothing.

THE TOLEDO BLADE.

The Daily Edition has the
LARGEST CIRCULATION of any
daily newspaper published in
Ohio, excepting only Cleveland
and Cincinnati papers.

The Weekly Edition has
an immense general circulation
—always over 100,000.

For advertising rates, in either
edition, address

THE BLADE,
TOLEDO, OHIO.

REACHES THE HOMES!

In the homes of 30,000 well-to-do
persons in Wisconsin, Minnesota
and the Dakotas

THE WEEKLY WISCONSIN

is a regular and welcome guest.
It is a "family paper" in the true
meaning of the term, and is a most
successful missionary for adver-
tisers.

THE EVENING WISCONSIN CO.,
MILWAUKEE, WIS.

Eastern Branch Office:

10 Spruce St., New York.

CHARLES H. EDDY, Manager.

April showers bring
forth May flowers

COMFORT

FOR ALL

VOLUME 6 N° 6 (MN 66) PRICE 25 CENTS PER YEAR

APRIL 1894

PUBLISHED BY THE GANNETT & MORSE CONCERN AUGUSTA MAINE

THE AMERICAN NEWSPAPER DIRECTORY FOR 1894, as well as every other
recognized authority, gives **COMFORT**

THE LARGEST CIRCULATION IN AMERICA.

One Million two hundred and twenty-one thousand copies every issue.

Facts and Figures under oath.

That's why, if you put it in COMFORT it pays.

Send for a copy and note the recent improvements which are adding over four thousand
new paid-up yearly (and 2 years') subscribers per week even in these times of depression.

Space of agents or of us. **THE GANNETT & MORSE CONCERN, Publishers COMFORT.** Home
Office, Augusta, Me. Boston Office, John Hancock Bld'g. New York Office, Tribune Bld'g.

FOR YOUR Daughter's Collection

A PRINTERS' INK

Souvenir Spoon

SOLID SILVER.

MADE BY TIFFANY.

GILDED BOWL.

Persons who wish a PRINTERS' INK SOUVENIR SPOON may, by reading the advertisement printed below, learn how it may be procured.

PRINTERS' INK likes to see what sort of circulars people use who seek advertising patronage. If you are an advertiser and get a lot of this sort of literature, we want it! Tell your boy to save it for us! Send us every Saturday all that have accumulated within a week. If what you send is a larger lot than we receive from any one else for the week, we will send you a silver spoon, and another and another, just as long as the lot you send is larger than comes from any other person. Please observe: Circulars from newspapers or others who use them for the purpose of soliciting advertisements are what is wanted—not ordinary business circulars. Address PRINTERS' INK, 10 Spruce St., New York.



THE FIRST SPOON was sent, January 13, to Messrs. Blackmer Bros. & Co., 41 East Indiana St., Chicago, Ill. THE SECOND, January 20, to the Bowker Fertilizer Co., 29 Beaver St., N. Y. THE THIRD, January 27, and THE FOURTH as well, February 3, went to Mr. Frank R. Miller, 43 Chatham St., Boston. THE FIFTH, February 10, to Mr. W. W. Bennett, Sec'y of the Air Brush Manufacturing Co., Rockford, Ill. THE SIXTH, February 17, to Standard Silver Ware Co., 38 Pearl St., Boston. THE SEVENTH, February 24, to Columbia Engraving Co., 32 Hawley St., Boston. THE EIGHTH, March 3, to Miss Irene Day, New Market, N. J. THE NINTH, March 10, to Miss Laura Place, Montclair, N. J. THE TENTH, March 17, to Frank L. Erskine, Brockton, Mass. THE ELEVENTH, March 24, to The Larkin Soap Mfg. Co., Buffalo, N. Y. THE TWELFTH, March 31, to Arthur Donaldson, care Ladies' World, New York. THE THIRTEENTH, April 7, to Mr. F. C. Ringer, Fordham Heights, N. Y.

ABOUT MY OWN BUSINESS.

By Charles Austin Bates.

This is an advertisement. It isn't set in reading type for the purpose of deceiving anybody, but simply because I have a good deal to say and I don't want to use more than one page.

If you contemplate employing a writer now, or in the future, it may pay you to know about my methods.

I have had experience on both sides of the advertising problem. I have been a publisher and solicitor, and I have managed the advertising of a department store doing a business of a million or more a year.

The more I learn about my business the better I like it, and the more faith I have in it.

* *

I do all sorts of writing for business men. Everything from a two-line ad to a descriptive book or catalogue. I even have arrangements whereby I can supply to order poems, or essays, or lectures, or stories, or a complete novel if need be. I can furnish drawings, engravings and electrotypes. I take full charge and deliver the completely printed circular or book if you like.

* *

I have made rather a specialty of retail advertising and medical advertising. In the retail business I have two ways of working. When a dealer wants merely bright, catchy, convincing advertisements, the ideas for which may possibly be used again in another part of the country, I write 50 ads for \$25. That is to say, on receipt of \$5 I write 5 sample ads. If these are not satisfactory I return the money. If they are satisfactory I will contract to furnish 50 more ads for \$25, all ads to be used within one year and to be ordered in lots of not less than ten each.

I am careful in the preparation of these ads because I expect to use the ideas in them several times, re-dressing them to fit each new locality. I do not send similar ads to any two merchants in the same State, so there cannot possibly be a conflict of interests. The ads are *not* "ready-mades." They are made to fit the business, and if they don't suit they are replaced with others that will suit. This service is desirable on the score of economy, particularly in the smaller cities.

When special care and study are required, and where the ads must take

such an individual character as to be entirely useless in syndicating, I charge never less than \$1 each and sometimes more. Five samples, \$5. (Dealers who will use from 3 to 6 per week are invited to write for special estimate.)

I am familiar with most of the retail businesses, and my work for retail dealers has been invariably satisfactory. I have, I suppose, more than 200 letters of commendation from retail clients whom I have served.

* *

I like to write medical advertisements and circulars, and I have been able to please quite a number of clients. I understand some little about medicine and that helps me. Ordinarily I charge about \$5 for a single medical ad, and about \$20 or \$25 for six. The great difference in the work makes a fixed price impossible, but I will be glad to make an estimate at any time. The same may be said of *anything* outside of retail lines.

In all cases my charges are moderate, and if I think my work will not pay you at the price I should have to charge, I will tell you so.

I try to make both the work and the price right, because I am in this business for life. Your second order is just as good as your first, and I want both.

Whatever the business is I bring to bear on it a clear business insight, common sense and the faculty of telling what I know and see, in a reasonable, forceful, convincing manner. If that is what you need, write to me.

And remember this. I undertake to do as good or better work than you have had before, whether the price is 50 cents or \$50.

I HAVE MADE A BOOK

It is called "Advertising for Retailers." It has 64 pages and contains the best I know about retail advertising. It ought to be worth \$10 to any man who will read it carefully.

25 Cents is the Price.

(Stamps or silver.)

CHARLES AUSTIN BATES,
Vanderbilt Building, N. Y.

WILSON'S RAVEN BLACK



FOR
BOOK WORK
AND FINE
COMMERCIAL
PRINTING.

Unsurpassed by any ink in the market.

Does not skin, nor harden on the rollers or disc.

Can be used on all classes of paper, and dries quickly,
just as its name designates, a **RAVEN BLACK**.

Printers appreciate what a saving there is in buying
this ink!

There is no waste, as every speck of it can be used.

The last ounce will work as clean as the first.

Educational institutions doing their own printing should
try this ink before ordering elsewhere.

We refer you to the State Agricultural College, Manhattan,
Kan., and the Lafayette College, Easton, Pa.

Sample Package (one pound) One Dollar.

DELIVERED FREE TO ANY ADDRESS WHEN
THE CASH ACCOMPANIES THE ORDER.

ADDRESS

W. D. WILSON PRINTING INK COMPANY, LIMITED,
10 Spruce Street, New York.

EUREKA!

Translation: "I (William Johnston) have found it."

A new, novel and effective method for the economical and advantageous purchase of News Inks.

It has been considered something to laugh at, but it is nevertheless a serious fact, that a few years ago an ink agent offered me five dollars for my own pocket if I would purchase a barrel of his ink for use on the *Herald*, he evidently being ignorant of the fact that I was not only manager of the *Herald*, but had money invested in the institution. This occurrence has often brought to my mind the query whether it is not possible for some better plan to be adopted for the sale and purchase of this needful article in a printing office. It is a very open secret that nearly every ink house—if not every ink house—has an account for expenses, the money for which goes into other hands than those of the real buyer for the newspaper. Almost any plan that would do away with this vicious cus-



ARTHUR JENKINS.

tom would be satisfactory. Again, the country is more than effectively canvassed by traveling men, and these men's expenses must necessarily in the end come out of the consumer. It seems to me that, if some inventive genius could complete a plan whereby this saving could be made, a reduction in the cost of the article to newspapers would ensue. Besides, the same ink is sold in different places all the way from 4½ cents a pound up to 8 and, perhaps, 10 cents. Of course, a large consumer naturally expects to get goods cheaper than a smaller one, but it is not possible to justify differences as great as the wide range that I have just indicated. —Arthur Jenkins, of the *Syracuse, N. Y., Herald*, in *Newspaperdom for February*.

I am the inventive genius that Mr. Jenkins saw in his mind's eye.

I have completed a plan whereby the greatest possible saving in the price of News Ink can be made.

It is new!

It is novel!

It is revolutionary!

Me and John Randolph invented it together, and John used to call my plan "The Golden Rule."

It is simply—"Pay as you go!"

It reduces the price more than half!

It does away with the vicious custom complained of!

On trial my plan is found more than satisfactory.

It is simply delightful!

For impecunious printers my plan possesses an important and novel advantage well worth pointing out: Printers who buy of me are never in debt for news ink.

They find it ever so much more pleasant to have 500 pounds of ink in stock that has been paid for than to owe twice the amount for ink of poorer quality that has already been used.

The quality of my ink is a good deal

superior to that bought on credit at double the price.

My inks are the best in the world!

THE VERY, VERY BEST.

To insure an ink that will exactly suit, all that has to be done is to send a copy of the paper to be printed, tell the kind of press used, the temperature of the pressroom, and send a check.

The last specification is even more important than either of the others. In some cases I have waived the three specifications first set down, but the fourth one NEVER.

My prices are:

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

ADDRESSES

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS,

10 SPRUCE ST., NEW YORK.

Delivered at any Railroad, Steamboat or Express Office in New York.

TWENTY-SIXTH ANNUAL VOLUME

American Newspaper Directory

— FOR —

1894

NOW IN PRESS.

WILL BE ISSUED APRIL 30th.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County.

It contains a separate list of all papers rated in the body of the book with a circulation of over five thousand.

It also contains many valuable tables and classifications.

PRICE, FIVE DOLLARS.

Address,

Geo. P. Rowell & Co., Publishers,

10 Spruce St., New York.

CIRCULATION RATINGS.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the *DIRECTORY* reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

"WE!"

What PRINTERS' INK hath wrought.

"Right here let us say that PRINTERS' INK has revolutionized modern newspaper advertising on this continent and has been instrumental in enriching many a man who has heeded its valuable teachings. It is THE advertising authority of to-day. We gladly quote and credit its suggestions, and confidently hope that a wider circulation thereof in this locality will be of lasting benefit to each and every advertiser and newspaper in Jackson county."—Westport, Mo., Examiner, March 3, 1893.



JAMES E. BRIGGS, President. GEO. W. WEAVER, Secretary. WM. H. BRIGGS, Treasurer.
"The Best Reports and Digests for the Least Money."
THE LAWYERS' CO-OPERATIVE PUBLISHING COMPANY,
ROCHESTER, N. Y.

Printers Ink

3/7/94

Dear Sirs:—I inclose some samples of advertising I have lately put out for our Company; which, in form or substance, may be of interest. I have been trying for some time to adapt new methods of advertising to a peculiarly conservative business, as has also another large Western book firm, with the result of startling some of the older firms by our success in a comparatively very short time. Two or three of the samples you can recognize as palpable adaptations, in form or substance, and from PRINTERS' INK I have gotten my most valuable phrase, "It recommends itself," which has a peculiarly forcible application to our works. I find many valuable hints in the "Little Schoolmaster," the last five volumes of which are on my desk, bound, and are constantly referred to.

Very truly,

J. S. Briggs ad mgr.

If you are interested in Advertising

you ought to be a subscriber to PRINTERS' INK: a journal for advertisers.

Printers' Ink is issued weekly, and is filled with contributions and helpful suggestions from the brightest-minds in the advertising business.

Printers' Ink costs only two dollars a year. A sample copy will be sent on receipt of five cents.

ADDRESS

PRINTERS' INK,
10 Spruce St., - New York.



PRINTERS' INK is comparable to the turkey roasted before the fire, carefully turned by the cook's assistant, who asserted of it (as appears to be true of :

PRINTERS' INK),

"It's goin' round—doin' good."



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PRINTERS' INK),

"It's goin' round—doin' good."



Worth \$1,000 a Year.

The following testimonial to the value of PRINTERS' INK was written by the late E. C. Allen, of Augusta, Me., who expended many hundred thousand dollars in paying for newspaper advertising, and accumulated a great fortune from the results of his outlay. At the time of writing this testimonial Mr. Allen was himself a successful publisher and in receipt of a large income from advertisements inserted in his own publications.

So thoroughly did Mr. Allen believe in the capacity of PRINTERS' INK to benefit advertisers that he, at his own expense, paid for complimentary subscriptions in the names of four thousand of his own advertising patrons for the last two years of his life, presenting it as a sort of premium or recognition of patronage, in the belief that its perusal would result in inducing more advertising and more intelligent advertising.

SUCCESS AND FAILURE AMONG ADVERTISERS.

Recent statistics, according to Bradstreet's Commercial Directory, show that in all lines of industrial life more than four-fifths, or over eighty-two per cent., of all who failed in business in the United States were brought to that condition primarily because of lack of equipment, either natural or acquired, mental or financial, or through lack of special education in their respective lines of trade.

It is clear and plainly evident that poor and superficial preparation for business life is the one great weakness of our present industrial training—the broadest of all avenues leading to failure. It is this lack of proper equipment which causes certain advertisers to fail, while others gradually work their way to eminent success and great wealth. The great study with the advertiser, therefore, should be how to start right, how to go on right, how to constantly keep fully equipped.

Advertising is a science. What would be thought of a young man or youth who developed a genius for mathematics, who said: "I will not study arithmetic, or algebra, or geometry. I will not give time to the teaching of the professors and masters of that great science, but I will work all out for myself, arriving at better methods through the power of my own intellect and genius." However great his natural ability, he could not progress far in a lifetime. But if he availed himself of the knowledge left to all as a heritage—treasure accumulated by thousands of great minds in the years and ages past, then might he become great in the profound science, and possibly renowned through some advance or improvement or simplifying of method.

The same holds true in the science of advertising; the man who becomes

great in it must possess genius of a certain description; and he must ever be a student—first to secure the wisdom of the past and present. Second, to keep in the van, to be a leader in the rapid march of progress.

As the ordinary youth readily learns enough of mathematics to very well serve the purposes of ordinary business life, so may the ordinary advertiser succeed moderately well with the same half-careless study and the same lack of genius.

Hard, patient work accomplishes much. In one sense industry and research are the parents of genius. Thus, advertisers without much genius, who study the science moderately, succeed fairly, while those who have natural genius in a high degree, but who will not work to learn from others, almost invariably fail. But great success is the result of the happy union of natural genius and careful, patient study and investigation.

PRINTERS' INK, published weekly, at \$2 a year, by George P. Rowell & Co., New York.

This little magazine is an educator; it teaches the science of advertising. From an editorial standpoint it is able. Its contributors are, in the main, the most successful advertisers and advertising experts. Its advertisers are very largely the ablest advertising agencies and the liveliest and most valuable advertising mediums. Its proprietor is that progressive, thoughtful student and teacher of the science of advertising, Mr. George P. Rowell, who for twenty-five years conducted the well-known advertising agency bearing his name. The reader is constantly brought in contact with many of the brightest and ablest minds who are interested in advertising. Such interchange of thought means constant progress.

It is an exchange for the promotion of the science of advertising through bringing together, in free discussion, the ablest minds. As a publication calculated to successfully educate and develop the advertiser, it stands entirely unequaled and unrivaled, in this or any other country. Issued weekly, its teaching and influence are continuous on the reader; thus are men guided and developed almost without realizing it. This continuous education means continuous progress for the great field of advertisers. Do not understand me as saying that all wisdom in the art is to be found in this magazine; but I do say that more is to be found there than in any other single channel in the world. The chart is a little thing, but on it much of the safety of the mariner depends. PRINTERS' INK is the chart or guide to whom many advertisers already owe much of their safety and success.

For twenty years I have constantly advertised. Successful at the start, through the value of an original, popular idea, I was weak enough to fancy that I knew something about advertising. The loss of over one hundred thousand dollars in 1872 made a profound impression on me, to the effect that I knew nothing about it. I went to work to try to learn the art, and, by constant endeavor and study, I have been able to hold a place in the ranks of success.

Could I have had at that time such a magazine, such an exchange of thought, such a teacher and educator as PRINTERS' INK, I think I should have saved over one hundred thousand dollars in 1872. I also believe I should have made more money, and with less worry and care as the years rolled by.

The reader doubtless infers that I would pay a very high price for PRINTERS' INK if necessary. I would pay one thousand dollars a year for it if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business.

The successful lawyer studies the *Law Reporter*, the successful physician and surgeon the *Medical and Surgical Review*, and the successful advertiser PRINTERS' INK.

Mistake not, reader. This article is not intended to flatter and does not flatter. Flattery imitates as nearly as possible the form of honest, deserved merit, and the one is only too frequently taken for the other. Happy are those whose keen perceptions enable them to clearly distinguish the true and substantial from the false and hollow.

E. C. ALLEN.

SCHOOL ADS

WILL PAY IF RUN
SURELY IN THE

COLORADO SUN.

N. EISENLORD,
MANAGER.



DENVER,
COLO.

THE BEST DAILY

BETWEEN THE MISSOURI RIVER AND SAN FRANCISCO.

THE SUN is the only afternoon paper in all this territory publishing a Sunday morning edition, giving its subscribers a thoroughly metropolitan newspaper every day in the year, and at a subscription price of 35 cents a month. THE SUN owns the exclusive franchise of the United Press for Denver, and its mechanical equipment is thoroughly up to date, including type-setting machines and perfecting presses built to print a handsome newspaper at a speed required in an 1894 newspaper office.

The recent reduction in subscription price from 50 to 35 cents a month, including the big Sunday issue, has resulted in a most gratifying increase in clientage, yet the advertising rates have not been increased. No newspaper in the West yields to advertisers as rich returns, price considered.

Local advertisers know the best paper and use it. The great popularity of THE SUN is evidenced each day by the publication of a page and a half of "Want Ads," about double the number printed by any other paper.

THE BEST WEEKLY



BETWEEN THE MISSOURI RIVER AND SAN FRANCISCO.

Circulation, week ending March 31st, 26,673.

THE COLORADO WEEKLY SUN has reached an altitude of 25,804 and still climbing. No other newspaper in the Rocky Mountain Region claims one-sixth the circulation of THE WEEKLY SUN, and it is a well-known fact that its bona fide paid circulation is four times greater than the combined total issue of the other three Denver papers. Post-office receipts furnished by THE SUN only.

For Special Rates on Educational Ads, address

THOS. D. TAYLOR,

MANAGER EASTERN OFFICE,

TRIBUNE BUILDING,

NEW YORK CITY.

A CLOUD OF WITNESSES
ISSUED EVERY WEEK

New York ◆
Weekly Witness.

UNDENOMINATIONAL IN RELIGION.
INDEPENDENT IN POLITICS.
AN EXPONENT OF APPLIED CHRISTIANITY
16 PAGES—4 COLUMNS.

PUBLISHED BY
JOHN DOUGALL & CO.,
31 PARK ROW, NEW YORK.

65,000 Average Weekly
Circulation.

Advertising Rate, 60c. per Agate line,
subject to discounts; making cost of each insertion,
4 insertions or 100 lines, 57 cents net.

13	"	"	250	"	50	"	"
26	"	"	500	"	45	"	"
52	"	"	1000	"	40	"	"

Nothing less than three lines taken.

IN YEARLY CONTRACTS
ALL ADS. PLACED NEXT READING.

Reading Notices (Nonpareil) \$1.25 a line.
" (Brevier) 1.50 "

Special locations for Ads. guaranteed entirely
surrounded by reading matter 25 per cent. extra.
The forms close on MONDAY noon of each week.
Length of column, 15 inches. Width, $3\frac{1}{4}$ inches.

Address all orders for advertising to
H. P. HUBBARD, Manager Adv. Dept.,
New York.

PRINTED ON A SCOTT PERFECTING PRESS—
USING TONS OF PAPER WEEKLY

SPECIAL REDUCED RATES TO SCHOOLS AND COLLEGES, 40 cents net per line per time. CASH WITH THE ORDER.

OR for 50 cents per line per time, CASH WITH THE ORDER, we will insert the advertisement in **THE WITNESS**, and also in our other weekly, **SABBATH READING**, which has a paid-in-advance subscription list of over 30,000.

Advertising FOR Educational Institutions

(Schools, Colleges, Seminaries, Etc.)

Though made a special feature by many excellent newspapers, it has never received the careful attention that its importance entitles it to. It seems to be the idea that a school is a school, that one is about as good as another, that all shall be treated alike in the advertising columns, and that none therefore shall have cause for complaint.

Our experience of thirty years, during which we have continuously placed the advertising for the oldest institution of learning in the country, and that of many others of the highest and best, has given us a knowledge of what such advertisers ought to have, and made us familiar with the singular fact that few of them ever get it.

Every newspaper that makes a special department for such business claims superiority for itself. Every special list compiled with worthy objects follows suit, but the nice discrimination that makes a distinction between the interests of individual patrons is not thought of. Why is a school simply a school? Why should its characteristics not be considered? Each may have undoubted advantages peculiarly its own. The principal, unskilled in advertising, is likely to forget to bring out the really strong points in his modest announcement. His advertisement appears among a mass of others, some with loud and effusive expressions, and his little "me too" stands small chance of friendly notice. Such advertising may pay. If it does it is an accident.

Those who desire something out of the ordinary, who wish to place an appropriation, large or small, where it will do the most good, are invited to correspond with us.

The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.